

REMAIN

REMAIN AW24

For his first full collection for Remain, Martin Asbjørn continues to put the needs and desires of the customer at the very centre. Eschewing the whims of seasonal fashion trends, he focusses on clothes that form the backbone of a discerning woman's wardrobe: pieces that are meaningful and deliberate choices, that have practicality and necessity and, of course, which are beautiful and sensual. Building on the skills and knowledge of the past but making them relevant and contemporary, Remain presents a new heritage for today.

'For this collection I wanted to bring together elements of classic and timeless dressing but seen through the lens of today's empowered woman and by doing so, giving it a contemporary and relevant twist. I think my inspiration is always intuitive: I look to the women I see around me - in my own life and in society as a whole - and work to bring together different elements that I think allow them to express themselves. I strive to balance emotions of empowerment, vulnerability, intelligence and beauty. Womanhood in its entirety is my true source of creativity.' – **Martin Asbjørn, Creative Director, Remain.**

A palette of atmospheric and moody shades offers a sophisticated base to the collection. Many versions of almost-black highlight texture and silhouette whilst hues of raindrop grey, dark cognac, bitter chocolate and deep lilac add depth. Naturally for a house with a rich background in skins, leather plays a central role. From pony skin and reversible shearling to paper and crackled finishes, leather is used as a fabric, appearing, naturally, as coats and jackets but also in t-shirts, dresses and culottes. All is not always what it seems: a 'tweed' checked casual jacket is in fact printed sheepskin and what, at first glance, appears to be a sun-ray pleated skirt and matching top is, in fact, an atelier tour-de-force of appliquéd leather strips.

Tailoring fabric too pushes the boundaries and defies convention. Cropped jackets are paired with slender full length skirts to give a new take on a suit. A blazer becomes a long dress with balloon hem, a caban jacket morphs into a tuxedo and Savile Row style suiting is used for modern, feminine skirts. Details are exaggerated or minimised: pockets on jackets and collars on shirts are oversized whilst buttons throughout are hidden behind plackets or discretely covered in fabric. Elsewhere, knitwear has feel appeal with fuzzy mohair blends or has a sculptural quality as oversized fashioning defines the body on heavy ribbed textures. And, for later in the day, the Remain woman is not afraid of showing an element of grown up allure, perhaps with a sheer mesh shirt with hook and eye fastening or in a show-stopping silk gauze skirt, heavily embroidered in marcasite beads.

The collection will be shown at Copenhagen Fashion Week at Den Frie gallery space in an immerse and minimalist presentation that allows the beauty of the clothes to speak for themselves. To complete the final looks, Remain has also drawn on the experience of like-minded collaborators to create accessories that bring finishing touches to the clothing. A collection of jewellery, developed with the help of Jo Riis-Hansen, draws on surrealist references with sterling silver and glass bead earrings, charm bracelets and necklaces. Meanwhile, a stylish footnote in the form of mesh boots and kitten-heeled sling-backs, designed in collaboration with Anny Nord and available to buy on the website directly after the show, add an unexpected and totally contemporary conclusion to a collection that proves once again that Remain is here to stay.

ABOUT REMAIN:

Founded in 2019, Remain draws on decades of expertise and craftsmanship in Birger Christensen's leather ateliers and combines them with a clear focus on design to create sophisticated collections that offer a contemporary take on classic style. Since 2023, it has been under the watchful eye of creative director Martin Asbjørn who brings to the brand his vast experience in tailoring and total understanding of a modern woman's wardrobe needs.

Remain is available in more than 120 stores across 35 countries around the world including leading retailers such as SSENSE, Luisa Via Roma and Selfridges.

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