



## **Marimekko presented its Spring/Summer 2024 collection at Copenhagen Fashion Week**

Finnish design house Marimekko presented its Spring/Summer 2024 collection earlier today at Designmuseum Danmark to kick off the celebration of the 60th anniversary of its most iconic and globally recognized print design Unikko. To reflect its unique positioning in the intersection of fashion, design, art and culture, Marimekko chose to showcase its collection with live music at the heart of the Danish institution. The collection was presented in an open-for all format. In its home city Helsinki, Marimekko has for more than 30 years had a tradition of organizing an annual, inclusive public fashion show. The concept extended now to Copenhagen for the first time. The catwalk featured large-scale Unikko flowers in their original colorways derived from the 1960's. The models wandered among the Unikko flowers in their effortless summer dresses in Marimekko's most celebrated archetype silhouettes.

Marimekko's Spring/Summer 2024 collection merges feminine minimalism with modern utilitarian workwear, both equally representative of the rich design heritage of the brand. The robust material qualities of washed canvas and heavy cotton-twill meet with crisp colorful poplin in printed dresses and effortless summer layering styles. The seasonal palette creates a playful meeting point of opposite hues in the spectrum: Neutral tones of Dijon brown, ash grey, endive and antique white meet invigorating fuchsia, prism pink, tangerine, chlorophyll green and sodalite.

"The year 2024 will mark the 60th anniversary of Marimekko's most iconic and globally recognized print Unikko. The print is celebrated in the Spring/Summer 2024 collection in more ways than ever, including scale, placement, coloring, and techniques. We wanted to reflect Marimekko's design legacy by highlighting two equally meaningful design aspects of Marimekko – the dress as a canvas and bold patterns bringing joy to people's everyday life. The Spring/Summer 2024 collection explores our rich print and color heritage, as well as the happy contradiction happening in the meeting between print, minimalism, and utilitarianism", says **Rebekka Bay**, Creative Director at Marimekko.

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