

HELMSTEDT FW24, TREASURE HUNT

The Copenhagen-based fashion house, HELMSTEDT, founded by Emilie Helmstedt in 2018, has achieved significant recognition, being listed in Forber 30 under 30, among LVMH semifinalists, and receiving the Magasin du Nord Fashion Prize, to name a few. HELMSTEDT continues to experiment with colors in the fashion landscape, this time exploring the color black. The designer, Emilie Helmstedt, wishes to take HELMSTEDT into new dimensions, by engaging more people and regions.

Latest FALL WINTER 2024 Collection showcases an exceptional blend of creativity, craftsmanship, pearls, and artistic expression, presenting a broader range of styles with commercial appeal. This time, Helmstedt is introducing a variety of new silhouettes that are fitted for everyday wear, while simultaneously succeeding in creating more of the must have prints that she is so well known for. As always, all of the designer's prints were handpainted in the brand's Copenhagen atelier, and later printed out on carefully chosen fabrics.

Highlighting the inspiration - Treasure Hunt.

“Soft sand is drawing me closer, Treasures are surrounding us, Stars sparkling so high, mirror the dreams within us, Hold on to the treasures, big and small, for they are the most precious of them all.”

– Emilie Helmstedt, the poem opening the Helmstedt FW24 Fashion Show

The collection introduces an earthy toned color palette seen across the selected prints, aiming to make attention-demanding prints stand out even more. The designer is offering hues of brown, beige, blue, orange, pink and black – the first of many surprising elements added to the mix, as the designer is known for her colorful and quirky designs. As the designer Emilie Helmstedt is moving further into her 30's, this evolution signifies a natural progression towards a more mature HELMSTEDT look.

However, the iconic silk dresses and classic HELMSTEDT sets maintain their presence, presented in a new fresh take. The collection features new additions such as heavily knitted knits, chunky sweaters, transparent mesh styles, and an expanded denim collection, together with a new group of chiffon styles. Continuing with yet another surprise, HELMSTEDT introduces a classic tweed set of a cardigan and skirt detailed with fresh colors and several embellished alien brooches.

The show for the season was held at Bella Center in collaboration with CIFF, in a big venue. The designer took a fresh take on the minimalistic base, treating it like a blank canvas to create her universe through clever details in the runway and her organically shaped art pieces made all out of paper.

For this show, the brand partnered with UGG. A successful collaboration which managed to elevate the impressions of the runway looks, giving it a street style touch and an edge to how

one can style even the more elegant pieces in the collection. With the brand's growth in the last few seasons, with established markets not only in Europe but also in the United States and Asia, we are excited to launch HELMSTEDT x UGG.

Renowned Copenhagen based hair stylist Nicci Welsh, gives the collection a touch of her iconic hairstyles in combination with the magical makeup offered by MAC, the two teams put the final touch to the new Helmstedt collection.