

FORZA COLLECTIVE AUTUMN/ WINTER 2024 SHOW, COPENHAGEN FASHION WEEK  
Copenhagen, January 2024

## **ELEVATING SIMPLICITY: FORZA COLLECTIVE'S BOLD SCANDINAVIAN MINIMALISM**

*Forza Collective redefines the codes of Scandinavian minimalism with a more sensual approach and introduces new jewellery pieces from the Arc Collection by renowned fellow-Danish silver house Georg Jensen on its A/W 2024 debut show during CPHFW.*

FORZA COLLECTIVE, the Danish high-end ready-to-wear brand led by Creative Director Kristoffer Kongshaug, is gearing up to unveil its highly anticipated A/W 2024 collection at Copenhagen Fashion Week. With a fusion of technical luxury, exquisite craftsmanship, and a daring approach to Scandinavian minimalism, the brand challenges the norms of contemporary fashion, encouraging women to embrace strength and femininity in today's complex world, the designs feature bold cuts that break from tradition. This collection sets a new standard, effortlessly blending simplicity with extravagance, creating a fashion statement that is both daring and refined.

To underline the audacious, meticulous design and forward-thinking mindset of Creative Director, Kristoffer Kongshaug, the FORZA COLLECTIVE A/W 2024 show will serve as canvas for the launch of new bold jewellery pieces from the Georg Jensen *Arc Collection*, uniting artisanal excellence with innovation within the two brands respective fields.

Building on Georg Jensen's century- long dedication to artisanal excellence and innovation in silver design, the *Arc Collection* draws from the beauty and delicacy of the natural world, a long- time inspiration for the House, while introducing new forms of expression; Silhouettes that contrasts smooth shapes with sharper edges, each piece is carefully moulded to follow the body's curves and contours. As a result, the collection forges a deep and intimate bond between jewellery and body, where the two intertwine to become one, making it the perfect match to the FORZA COLLECTIVE A/W 2024 collection.

FORZA COLLECTIVE is proud to also reveal another exciting partner for the brand's debut show; luxury shoe brand HEREU.

HEURU creates footwear made in Spain by uniquely talented, local artisans, celebrating excellence in traditional craftsmanship, applying it to the creation of effortlessly timeless, yet modern pieces.

"FORZA COLLECTIVE is about a vision and a feeling. It is a celebration of creativity, craftsmanship, intricate techniques and not least women!", states Kristoffer Kongshaug

The FORZA COLLECTIVE Autumn/Winter 2024 show will take place on Monday, January 29<sup>th</sup> at 5 pm in Copenhagen. By invitation only.

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ABOUT THE FORZA COLLECTIVE A/W 2024 COLLECTION

Expanding beyond its initial capsule, the AW24 collection explores the brand's DNA with a mix of evening and daywear. The collection offers modern clothes for mix-and-match versatility, empowering the modern woman to curate her personalised wardrobe.

The signature cuts and details from the debut collection persist, with a play on transparency taken to the next level. Introducing new materials such as cotton, jersey, poplin, mesh, canvas, and embroidery, FORZA COLLECTIVE maintains its commitment to nylon as the main base while expanding its repertoire. Inspired by the iconic aesthetics of the 90s fashion era, the AW24 collection features deconstructed elements like twisted yarn embroidery, pipe pleating, and waterfall draping. Empire waistlines and drop skirts diversify silhouettes, appealing to a broad audience.

It's a celebration of classic techniques and exploration of creative possibilities.

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