

mfpen herreekvipering

Autumn / Winter 2024

press release



mfpn Autumn/winter 2024

Ouverture.

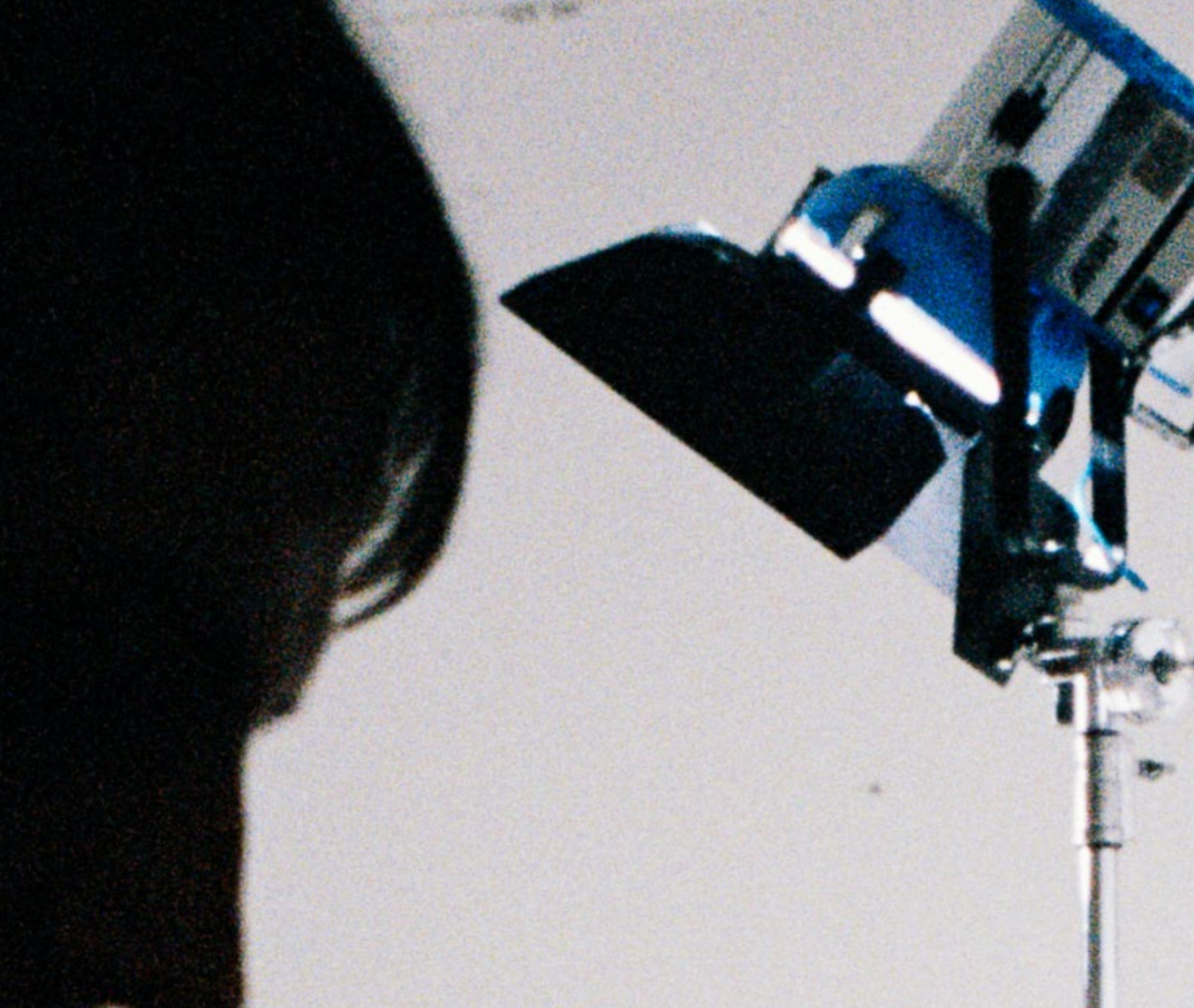
In a small location only fitting 100 guests, mfpn will be presenting its Autumn/Winter 2024 collection with a runway show. The setting will be an intimate experience with a standing crowd being very close to the models. Taking cues from the designer's experiences with punk and hardcore concerts, where bands are playing on the floor next to the audience with no disconnection between the stage and the floor, the band and the crowd, which often develops into chaotic events.

The score is made of soundbites from the 1981 documentary "The Decline of the Western Civilization", which depicts the punk music scene in the late 70's Los Angeles, with bands such as Black Flag, Germs, Circle Jerk and FEAR.

The collection draws inspiration from a similar theme, but also taking power symbols as suits and ties and putting them into mfpn's own narrative - same as punk and subcultures over time has disrupted these dress codes using formal wear in a different context.

mfpn will present a co-ed collection with a mix of mens - and womenswear. While the focus of the collection is tailoring made from Italian deadstock fabrics, it also features outerwear in 100% recycled post-consumer wool, delicate hand knitted crochet pieces and a fabric which has been used in an industrial washing machine to brush garments for 20+ years giving it a distinct distressed look.





mfpn is a contemporary clothing brand from Copenhagen recontextualising classic design with relaxed silhouettes and responsible production. mfpn strives to design a relevant wardrobe whilst making minimal impact.

Durable and functional designs follow a Responsible Hierarchy; first looking to high-quality European deadstock fabrics from overproduction elsewhere in the fashion industry. Where deadstock is unavailable, recycled and biodegradable fabrics are used before resorting to certified organic cotton.





mfpen strives to make a minimal impact with working methods and production.
All products are created within the mfpen Responsible Hierarchy.

Deadstock/surplus/upcycled fabrics

Where possible mfpen first looks to make use of deadstock fabrics. High quality leftover fabrics from overproduction in the fashion industry. Sourced from European mills, mainly Italian and Portuguese. Fabrics purposely made for stock we do not consider deadstock.
By using recovered deadstock fabric means that no new fabrics are being produced.

Recycled fibers

New yarn for knitwear and jersey made from pre- or post-consumer wool, cashmere, cotton, and polyester fibres.

Biodegradable and lenzing fibers

Textiles made from cellulose in a closed loop process.
Mostly used as TENCEL™ but also blended with natural fibres such as cotton.

Natural fibers

Natural fibres from low impact sources such as linen, wool (RWS “Responsible Wool Standard”) and hemp.

Organic cotton

Certified organic cotton fibres: GOTS “Global Organic Textile Standard” certified defining worldwide recognised requirements for organic textiles.
Where deadstock fabric or recycled yarn is unavailable, we use organic cotton for all our jersey items.

Upcycle

Materials and objects produced for other purposes upcycled and repurposed for new use.
Applies mainly to our spaces and set designs.

Reduce

We hold minimal products on stock to avoid overproduction. Due to limited availability of deadstock fabrics, this inevitably happens with most products.
For communication materials we strive to make zero waste.
For show productions and spaces props are made from upcycled or leftover materials.



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