

'SURRENDER'
AUTUMN / WINTER 2024

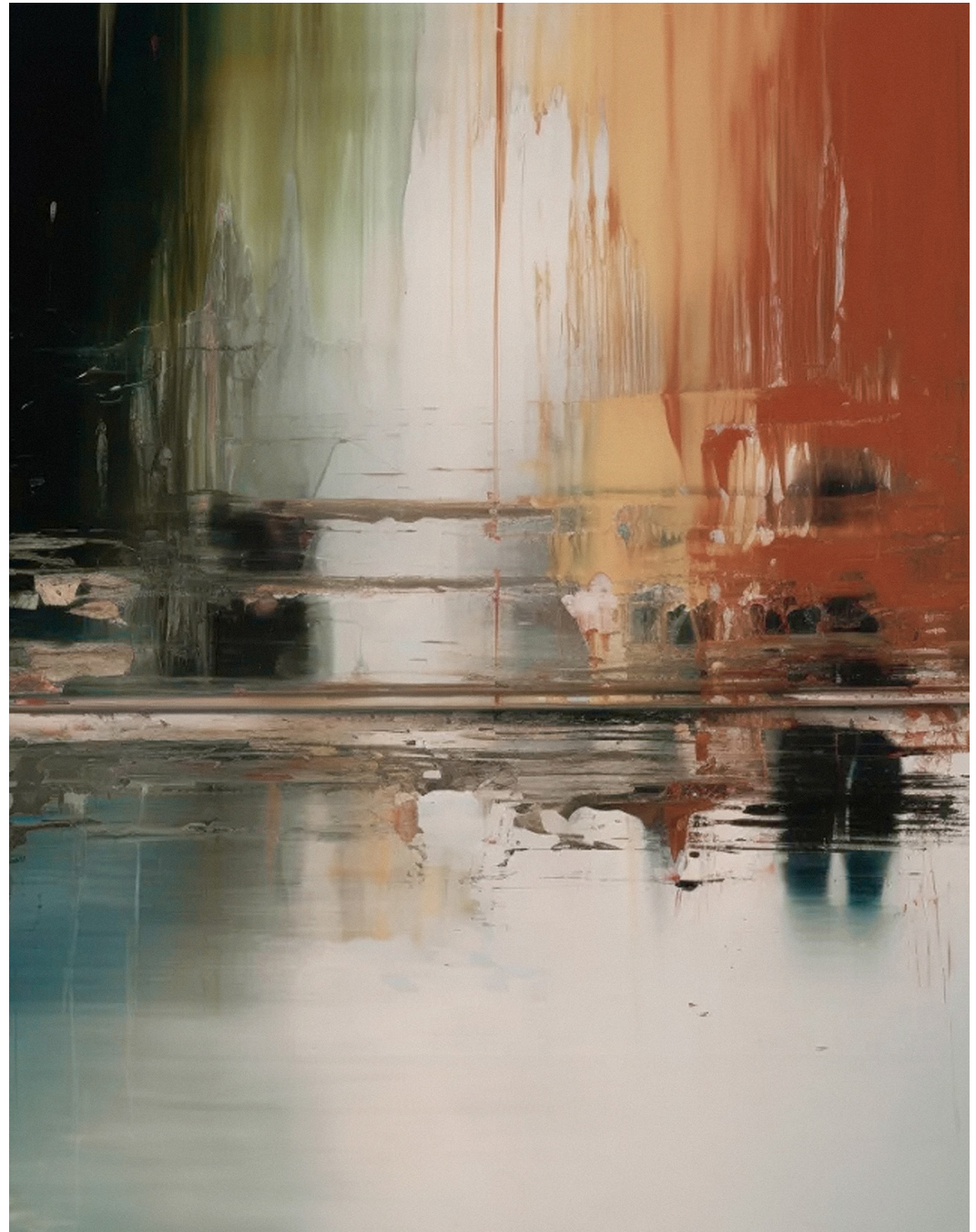
Won Hundred

For Autumn / Winter 2024, Won Hundred is presenting 'Surrender', the 20-year jubilee collection.

Won Hundred honors their anniversary by taking a nostalgic trip through its design archives, re-discovering timeless styles that continue to resonate with today's culture and style. The Autumn/Winter 2024 collection is a carefully curated selection that pays homage to Won Hundred's design DNA and roots, while reinterpreting classic silhouettes and embracing the future.

The Autumn/Winter 2024 collection is a milestone that marks a journey, since its founding in 2004 - filled with passion, creativity, and dedication to crafting exceptional pieces that define contemporary style.

Copenhagen Fashion Week
Pressen, Vestervoldgade 33, 1785 Copenhagen
January 29th, 6 PM



Denim revival: The heart of the collection

For Autumn/Winter 2024, Won Hundred has went into the archives of past collections to re-discover and reinterpret iconic denim styles, that took part in defining the brand two decades ago. The Autumn/Winter 2024 collection carries an array of denim-driven pieces that exude the authentic spirit of Won Hundred. The collection showcases the brand's commitment to quality over quantity, minimalism and focus on timeless styles.

"For this season, we are igniting the very heart and soul of Won Hundred, denim is the focal point of our jubilee collection. We've delved deep into our archives to reimagine iconic denim styles that were pivotal in our early years",

- **Nikolaj Nielsen**, Founder & Creative Director.

The Won Hundred Autumn/Winter 2024 collection embodies the essence of our remarkable journey. This journey demands not just participation, but complete surrender and dedication. It calls for passion and creativity, and one must be ready to engage deeply and wholeheartedly. This collection is a celebration of self-discovery, a testament to understanding and embracing one's true essence. It captures the power of collective experiences, marrying pride with vulnerability in a way that is both bold and authentic.

"We've taken time to understand what Won Hundred truly represents. Now, we're ready to unleash the full potential of our work, channeling our collective experiences into the Autumn/Winter 2024 collection and drawing inspiration from the past two decades."

- **Nikolaj Nielsen**, Founder & Creative Director.





A journey of reinvention and responsibility

At the heart of our design philosophy is a journey of reinvention and responsibility. With a clear vision, we've reimagined our classic slim-fitted jeans into a new, more contemporary, looser silhouette. This transformation is achieved by integrating panels from additional deadstock denim. Our Green Cross label stands as a testament to this commitment, indicating that each garment is composed of at least 50% 'responsible' fibers, with a stronger focus on achieving 80-100% responsible fibers.

Our leather goods are of sustainable leather, sourced exclusively from New Zealand, where our suppliers uphold the highest standards of animal welfare, as certified by Realgrade, and environmental care, with LGW-approved tanneries. Our Puffer jackets are a triumph of eco-conscious design, constructed from 100% recycled nylon. They're not just sustainable and vegan; they also feature the innovative BIONIC-FINISH® ECO, providing durable water resistance in an environmentally friendly manner, eschewing traditional hydrophobic treatments.

For the Autumn/Winter 2024 collection, we proudly advance our gender fluid offerings with the introduction of Genoa — a pair of straight-leg jeans with a subtle boot cut. This design invites consumers to embrace the collection in a gender-fluid manner, a concept we're excited to bring to life on the runway by styling our pieces across gender lines.



Won Hundred x Kajsa Willner

Won Hundred proudly presents an exclusive art collection for the show in a dynamic collaboration with Sweden-based artist Kajsa Willner. Kajsa Willner, renowned for her interdisciplinary artistry, combines research-based methodologies with experimental design to create unique pieces. This collection features captivating mirrors, sculptures, and installation art, each embodying a journey of true creativity fueled by passion. Kajsa Willner's continuous questioning and challenging approach align with the continual process of 'surrender' and following one's true journey."

SHOW TEAM

Date:

January 29th 2024, 6 PM

Location:

Pressen, Vestervoldgade 33, 1785 Copenhagen

Show team:

Creative direction: Nikolaj Nielsen

Art direction & Set design: Nikolaj Nielsen

Styling: Caroline Clante

Hair: Oribe

Makeup: MAC Cosmetics

Casting: Caroline Clante

Choreographer: Ronni Morgenstjerne

Music: ELSKED

Art & Scenography: Kajsa Willner

Production: Peter Vintergaard

Film: Peter Vintergaard

Edit: Peter Vintergaard

Door management: Spalt PR

Runway images: James Cochrane

Press: Tina Svoldgaard

About Won Hundred

Won Hundred is a Copenhagen-based fashion brand founded in 2004 by Nikolaj Nielsen. With roots in denim and strong craftsmanship, and an emphasis on producing high-quality garments, the brand's mission is to create enduring products that unite distinctive design with versatile wardrobe essentials, transcending age and gender boundaries.

Won Hundred leads with inclusivity at the forefront of our casting process, a commitment embedded in our ethos. Backstage at Won Hundred, we ensure an explicitly safe and comfortable atmosphere for both models and staff—our dedication to safety is unwavering.

We guarantee privacy with available changing spaces, and we uphold the personal boundaries of our models with utmost respect. Our hair and makeup team is supported by specialists in Afro hair, ensuring every model's needs are expertly met. Agencies are proactively provided with a detailed document ahead of fittings, inviting them to communicate any special requirements. This ensures that we are fully prepared to accommodate specific needs. The tone between our staff and models is built on mutual respect and a solution-focused approach, ensuring a harmonious and professional environment.

LIVESTREAM

The Won Hundred Autumn / Winter 2024 runway show will be livestreamed directly from Youtube.

<https://www.youtube.com/watch?v=jMAHFxUGICw>

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