

SAKS POTTS PRESS RELEASE
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Saks Potts redefines the fashion showcase with an intimate FW24 show hosted at their Copenhagen headquarters on January 29th.

In a departure from the grandeur of their traditional fashion shows, Saks Potts unveiled its FW24 collection in an intimate and exclusive setting, hosting the show in their Copenhagen HQ and shop in the old Royal Pharmacy from 1749.

"Because of everything that is going on in the world at the moment, it felt wrong to do one of the huge fashion shows we normally do," said Barbara Potts & Cathrine Saks. "We wanted to do something completely different and cut the show down to the essentials, presenting key looks from our new collection exclusively for 50 industry professionals by inviting them to our HQ where all our collections are designed."

This move not only highlighted the brand's commitment to a more personal connection with its audience but also underscored the importance of authenticity in the fashion industry.

The muse for the FW24 collection draws inspiration from Kate Moss's iconic style in the early 2010s, particularly during her festival appearances wearing short dresses, chunky belts, and black rubber boots.

With no seating, guests are all standing as the show opens with the icon Stella Maxwell wearing a short blue silk dress with big chunky belt, a short leather puffer and long fringe boots, followed by 13 other key looks from the collection worn by SP community girls from around the world. The SP muse of the SS24 campaign, Tish Weistock, makes her runway debut by closing the show in a new black and white Foxy shearling coat.

The bohemian inspired collection elevates the Saks Potts universe with short shirt dresses in pale pink made from Thomas Mason cotton poplin, a quality known from the iconic Saks Potts uniform styles.

Simple but refined jersey t-shirts and dresses in contrasting colours serve as key looks in the collection.

The brand also introduces its first-ever bag, an oversized croco-embossed leather tote named after the city where Barbara's country house is located - Smidstrup, north of Copenhagen. Makeup is natural and light and we are very excited to collaborate with The Ordinary this season on skincare products for our models at the show.

As Saks Potts turns 10 this year, the brand decided to reintroduce old favourites from the archive, including a new Foxy shearling coat in black and white, Bonnie and Bon coat in soft shearling with Mongolian lamb trim, and the iconic Christina pants in distressed leather introduced in the Biker collection for FW20.

The FW24 collection captures the essence of Moss's iconic festival looks while infusing a modern twist. From playful yet sophisticated outerwear to avant-garde silhouettes, each piece tells a story of individuality and self-expression.

Saks Potts continues to push boundaries, redefining what is possible in new luxury fashion.

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