

MUNTHE

SPRING SUMMER 24
PRESS RELEASE

QUOTE FROM NAJA MUNTHE

"There is a special feeling that emerges when one walks into an art gallery and witnesses multiple artists' work displayed in a unified environment. The individual creations of different artists might not initially match, but when meticulously curated, they come together in harmony.

In this collection, we weave a tapestry of rich elements - textiles, art prints, styles, and palettes - much like an art exhibition, where each piece, self-assured, flourishes alone while flourishing even brighter within the collective. Creating a unique experience was a driving force behind the Spring Summer 2024 collection. For me, it is an endeavor to stretch the limits of the mind, igniting inspiration that knows no boundaries."

- Naja Munthe, Creative Director and Founder of MUNTHE.

COLLECTION INSPIRATION

The Spring Summer 2024 Collection is inspired by the before mentioned art gallery feeling – much like we present every Monday with our Art Monday concept. A concept where we through a digital art gallery are sharing and supporting female artists. The Spring Summer 2024 Collection builds on this same principle; the alignment of art and female empowerment.

This season we are collaborating with New York-based artist Heather J. Chontos and London-based artist Aline Gaiad. A collaboration that is expressed through an edgy, graphic donkey print, as well as colorful blue and red art pieces on styles like soft dresses, cool blouses and feminine skirts.

Furthermore, the collection offers sumptuous woven fabrics, resplendent sequins, patchwork denim, vivid patterns, and intricate jacquard patterns – a meeting of concept and ideas that normally wouldn't occur, but through careful curation, they come together for a higher purpose.

Introduced in the collection is also the new MUNTHE emblem, a testament to elegance and luxury, adorned with mirrored letters M, gracing the new accessories, and elevating the collection to unprecedented heights.

For interviews, quotes, and other press inquiries, please contact:
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A CONSCIOUS JOURNEY TOWARDS A MORE SUSTAINABLE FUTURE

It has always been core to the MUNTHE brand to be conscious and constantly reflect on how we conduct ourselves. Being a fashion brand, by nature we are not in a sustainable industry, but we believe that by using our brand as a powerful platform and by enacting the very change we want to see in others, we can initiate small changes that will accumulate into bigger ones over time.

We interpret sustainability holistically and believe that we are on a never-ending journey where we constantly need to explore and evaluate how to best invest in progress. We constantly need to take an honest look at all aspects of our production from choosing the best low-impact material to creating the best working conditions for our suppliers and employees.

The Spring Summer 2024 collection is made of 52% more responsible materials. At MUNTHE we have a criteria that our **MUNTHE MORE RESPONSIBLE** styles are made from min. 50% recycled or certified low impact materials that have a better and gentler environmental footprint.

During 2023 we will publish our first responsibility report. Until then you can read more about our 5 sustainability commitments on [MUNTHE.com](https://www.munthe.com).

We invite everyone to be a part of our conscious journey!

MUNTHE SPRING SUMMER 2024 SHOW VENUE

The MUNTHE Spring Summer 2024 show is hosted at the courtyard of Kuglegården in central Copenhagen. The historic buildings surrounding the courtyard are almost 300 years old and are the location for the MUNTHE Headquarter. During the show the courtyard will be surrounded by big banners with inspiring art prints created and painted by Naja Munthe. These banners will after the show be reused as an exclusive addition to the collection in the form of a beach bag.

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