

SYMPHONIC REBEL

HARMONIOUS, SYMPHONIOUS: RELATING TO OR HAVING THE FORM OF A SYMPHONY INTERWEAVING OF THEMES, OR HARMONIOUS ARRANGEMENT.

REBEL: TO ACT IN OR SHOW OPPOSITION OR DISOBEDIENCE

"For me it has been about embracing beauty while simultaneously rebelling against it." Creative Director Sanne Sehested.

A big selection of long, flowy dresses draped over the body, inspired by old, Greek statues and how the stone is made to look like fabric. The collection is a general look at a more classic beauty, but it is underlined with harder, edgier details to bring in the contrast that lies in the GESTUZ DNA.

GESTUZ turns 15 years and in the SS24 show, beauty meets the imperfect. Beauty is never one-sided but is underlined and personalised by the contrast of imperfections, honesty, and rebellion. In the GESTUZ SS24 show contrasts are studied through the embrace of elements such as classical music, draping and flowing fabrics, together with rebel details and references. The famous Copenhagen cultural spot Den Grå Hal creates the surroundings for the show, itself containing the contrast of elegant old wooden beams together with worn-down floors and concrete.

"Through the 15-year journey of GESTUZ, I have both strived for perfection and later accepted that perfection is neither achievable nor interesting. It is in the raw hemline and odd mix of fabric you find the real magic."

Danish artist Bona Fida will be giving a live orchestra performance, with a piece created specifically for the show inspired by a Virginia Woolf quote; a love story between the current I and the I we are becoming. Bona Fida worked

with the contrast between classical music as it is traditionally known, together with the edgier heartbeat of the collection.

A light colour palette is explored with a base of whites, beige, and denim blues. Waves of yellow and dark brown flow through the collection with the addition of black to create depth. Classic spring materials are accompanied by GESTUZ evergreens, leather and denim in different variations and finishes.

A new way of working with finishes are explored with asymmetric hemlines, organic cutlines, and sculptural silhouettes; working with the contrast between a clean finish and imperfections. The show will once again feature a curated selection of See Now, Buy Now pieces available on GESTUZ.com shortly after the show.

For the anniversary show GESTUZ is launching their new logo, celebrating a new time and journey. A new way for the brand to graphically make a statement. The logo will be included in future collections on elements such as accessories and detailing.

The GESTUZ Spring Summer show takes place Thursday August 10th, at 12pm.

GESTUZ