

# ROTATE

## ROTATE FALL WINTER 2024

Copenhagen based brand, ROTATE, introduces their Fall Winter 2024 collection at Copenhagen Fashion Week, February 2024.

ROTATE's Fall Winter collection is a dedication to the captivating fusion of the meticulous elegance and graceful drapery reminiscent of the 1950s, seamlessly intertwined with ROTATE's distinctive DNA and Scandinavian glamour. Embracing a harmonious blend of opulence and relaxed sophistication, the collection delves into the core values of ROTATE, where iconic sequins and embellishments harmonize effortlessly with casual pieces, embodying the brand's evolutionary spirit that applauds individualism.

"With this collection we placed a significant emphasis on celebrating individual personalities and unique approaches to styling. True to our signature style, the collection revolves around the essence of Scandinavian Glamour and embraces wearable looks, embodying the core aesthetic of ROTATE. While the unmistakable party vibe and extravagant dresses persist, we've delved deeper into the art of styling this time around. The collection introduces more separates, providing the wearer with the opportunity to experiment with various personalities and customize their look according to their own preferences. It's a nod to the versatility inherent in our designs and an invitation for individuals to make the collection uniquely their own." - **Thora Valdimars and Jeanette Madsen, Creative Directors, ROTATE**

The collection encapsulates a dark romanticism with a modern twist where inspiration emanates from the 1950s with a focus on specific silhouettes and shapes. Knot details delicately cinch silhouettes into hourglass shapes, paying homage to timeless elegance. Hemlines take a nostalgic plunge into 1950s romance, elevated by draped silhouettes, statement sequins and bursts of red, vibrant purple, and classic black. The juxtaposition of elegance and extravagance unfolds in suiting and red floral appliques, often in classic black and pinstripe, prioritizing the form and tactility of the garments. A play of contrasts defines the collection, intertwining elements of romance with raw and sexy undertones. Classic PU styles feature drapery and pleating, alongside wool coats tailored with intricate embroidery, where simplicity reigns supreme, and the finer details mark ROTATE's distinctive DNA. The drama unfolds through rich, tactile fabrics such as faux fur, coated metallic finishes which add a contemporary edge to denim and 50s boat necklines seen in glamorous evening styles.

In the pursuit of beauty through simplicity, the show finale unveils eight new ROTATE wedding styles, in a tribute to Elizabeth Taylor's eight marriages. Embodying the mantra 'Never a bridesmaid, always a bride,' the collection revisits the brand's most iconic silhouettes in all-white hues. Showcasing new and daring designs tailored for the contemporary bride, one who fearlessly challenges tradition while embracing a ROTATE flair.

Set against a deep red carpeted backdrop and chandeliers, the scene provides an elegant and immersive setting for the collection. The show seamlessly transforms into the official afterparty, embodying the true ROTATE style—a perfect fusion of glamour, sophistication, and celebration.

ROTATE Fall Winter 2024 launches online and in stores worldwide in September 2024.

**ABOUT ROTATE:**

Created in partnership with Creative Directors Jeanette Madsen and Thora Valdimars, the Copenhagen-based brand ROTATE has taken the world by storm with its bold and outgoing DNA translated into covetable partywear and everyday glamour.

Rotate is available in more than 40 countries worldwide and is stocked at globally leading retailers such as Net-A-Porter, Selfridges, Luisa Via Roma and Mytheresa.

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