

STINE GOYA

AUTUMN-WINTER 2024 - 'ART.WORK.'

For Autumn-Winter 2024, Stine Goya invites the audience to step into the Goya universe and immerse themselves in a celebration of artistry for a collection entitled 'ART.WORK'.

First, the audience was invited to Stine's home, and now they are welcomed into the Stine Goya atelier, journeying even closer and delving into the beating heart of the brand DNA. The atelier becomes a living canvas for the show, decorated with an exclusive exhibition by British-born, Copenhagen-based artist David Risley, blurring the line between two-dimensional artistry and the impassioned individuals who shape our brand.

The collection seamlessly guides you through the atelier via ready-to-wear pieces. Finding inspiration throughout the space, varying rooms and details are expressed in different mediums across a range of categories. A beautifully intricate ink drawing of the winding staircase adorns a cascading floor-length dress, as well as more svelte designs and accessories. The impressive showroom space has been reimagined through detailed drawings and abstract watercolour interpretations, injecting colour into core styles. One of David Risley's exclusive pieces, a vibrant painting resembling Delacroix's Women of Algier, graces a silk scarf and dress. Florals have long been synonymous with the brand, with hand-painted and hand-drawn adaptations at the fore. An intricate technical drawing has been embroidered onto a soft pink dress, with subtle beading and exaggerated threads whilst abstract interpretations energetically colour signature styles.

"Art has always been the foundation for everything we do, so creating a collection that represents this in an even more physical sense only felt right. We have created a collection that truly celebrates the creative forces that drive our brand. Utilising the amazing space of the atelier has also been an enlightening experience. For years, we have subconsciously been inspired by the space, so to focus in on the details and colours of each room and see how this translates into unique wearable pieces of art has been incredibly rewarding."

- Stine Goya, Creative Director

Honing in on details, with a very design-led collection, hidden details can be seen across categories. Lapels are layered with contrasting fabrics whilst prints emerge from linings, adding an alluring element to solid colour styles. As the audience is invited even closer to the brand in a literal sense, the same is represented through the collection. Branded hardware has been further developed, elevating outerwear and denim styles. Playing with internal and external construction, making statements on elevated pieces through the art of deconstruction. Sequins have been closely layered with a matte finish, resulting in a sophisticated take on the signature sequins for which the brand is well-known.

Surrounded by inspiration, the colour palette stays true to the season, with electric blues inspired by the winter evening skies of Copenhagen. Red Ochre adds warmth to statement coats and dresses, and soft pink and buttermilk resemble the space of the atelier from the showroom to the grand staircase. Chocolate brown provides an earthy canvas for the vibrant hand-painted florals, and taupe is woven together with silver, adding a touch of sparkle.

This season's accessories introduce a plethora of new silhouettes alongside updated versions of beloved classics. Notable among them are shoes and bags adorned with exaggerated silver studs. Slouchy deep red and iridescent black boots echo the colour palette seen in ready-to-wear pieces. Ballet flats receive a contemporary makeover, featuring an SG motif chain strap detail, which is also replicated on a novel bag design introduced this season, with all bags and footwear proudly incorporating eco-friendly apple leather.

The show takes place during Copenhagen Fashion Week on the 31st of January and is set to start at 5 PM CET. The show can be live-streamed via Instagram.

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