

Temptation dance.

Press release.

It is the subtle dance with temptation each day. The temptation to dance, to party and to live. To be fierce and fearless. It is the indulgence of a luxury otherwise saved for special occasions, in the everyday. Blurring the lines between going out and office-core. Because why save the fun for rare occasions, when life is so short?

The AW24 collection is where festive moments merge seamlessly with everyday. Not caring about being over or underdressed, but rather embracing an indifference towards what other people might deem appropriate. The partywear is reimagined, with a multifaceted take on festive clothing with a nod to the disco of the late 70s and early 80s. It is a story of a muse bringing the party elements into every part of her life. There is a vibe of undoneness. The ever-present rock and roll inspiration of GESTUZ shows through unpolished glimpses in-between the luxury. The look is more leaving the party than entering it.

Heavy, worn jackets are draped over the shoulders as to cover yourself when jumping into a cab. Traditional office wear becomes something more when waists are sinched and silhouettes are reinterpreted. Suits mingle with sparkling pieces and vintage-inspired leather.

The collection works with a new take on silhouettes, embracing flared trousers, fitted waists and mini or maxi silhouettes. Together with a darker colour palette such as brown, deep red and grey, a mature take on prints: deep, abstract, and somewhat simple. The darkness is underlined by soft, off-white knitwear and lace.

“Red lips and leather pieces were some of the first words added to my moodboard when creating this collection. There is a heaviness to the collection, but not in a way that drags you down. It is rather something that grounds you and brings you a feeling of sensual luxury. I saw a dark New York night before me when we created it. At the same time, I wanted to create pieces that could easily transform from day to night. Bringing the luxury whether you are in the office or out at night.” Creative director Sanne Sehested.

AW24 works with the mix of textures. Fluffy, woollen textures are enhanced by the pairing with lace and lingerie inspired elements, and precious embellishments adds another luxurious layer. Heavy leather, coats and suits are mixed with light silk and transparent mesh.

Continuing the story of the AW23 collection at the Thorvaldsen's museum, the AW24 collection is the sexy and mature vision of GESTUZ. The collection takes place in a darker, sexier universe, drawing inspiration from New York, Paris and edgy luxury. But the sexiness is more so for the female gaze and for the wearer herself. She knows she is a temptation; she knows she looks good. She knows it might be a little too much, but she is dressing for her.

The AW24 collection is showcased at Werkstatt 167; a location well-known for great music and parties, once again paying tribute to the constant connection between GESTUZ and music.

The collection is available online and in stores from August 2024.

GESTUZ