

**STAMM FW2024**  
**RUNWAY SHOW JAN 30, 1PM**  
**Press Notes**

We live in between art and commerce.

Art and commerce baby.

What can I tell you about the universe?

It's a lot of business lingo lately, I see poetic in 'potential', I see potential in poet.

'Sales window',  
'delivery window'  
- it's a window of opportunities.

I just gotta catch my breath.

'Nothing is carved in stone, but we're walking sculptures'  
'I said, nothing is carved in stone, but we're walking sculptures'

What's the universe?

That's the routine

NETTO - MUSEUM - SVANTE'S SCHOOL - HOME  
NETTO - MUSEUM - SVANTE'S SCHOOL - HOME

That's the routine

I said, pause like you mean it, the wheels keep turning, fortune favours the bold

What would happen if I bought into your vision of how you saw me, I'm not conforming

Extra order on the extra ordinary

Take your time to figure it out, you don't have time to not pause

pause, pause, pause,

resume

I'm done walking, I'm flying, I'm nervous, but that's what dreams are made of, it's not perfect, but it's worth it, it's working, and failing is perfect,

been broke too many times to be broken

no one is gonna save you, but they might help you save yourself

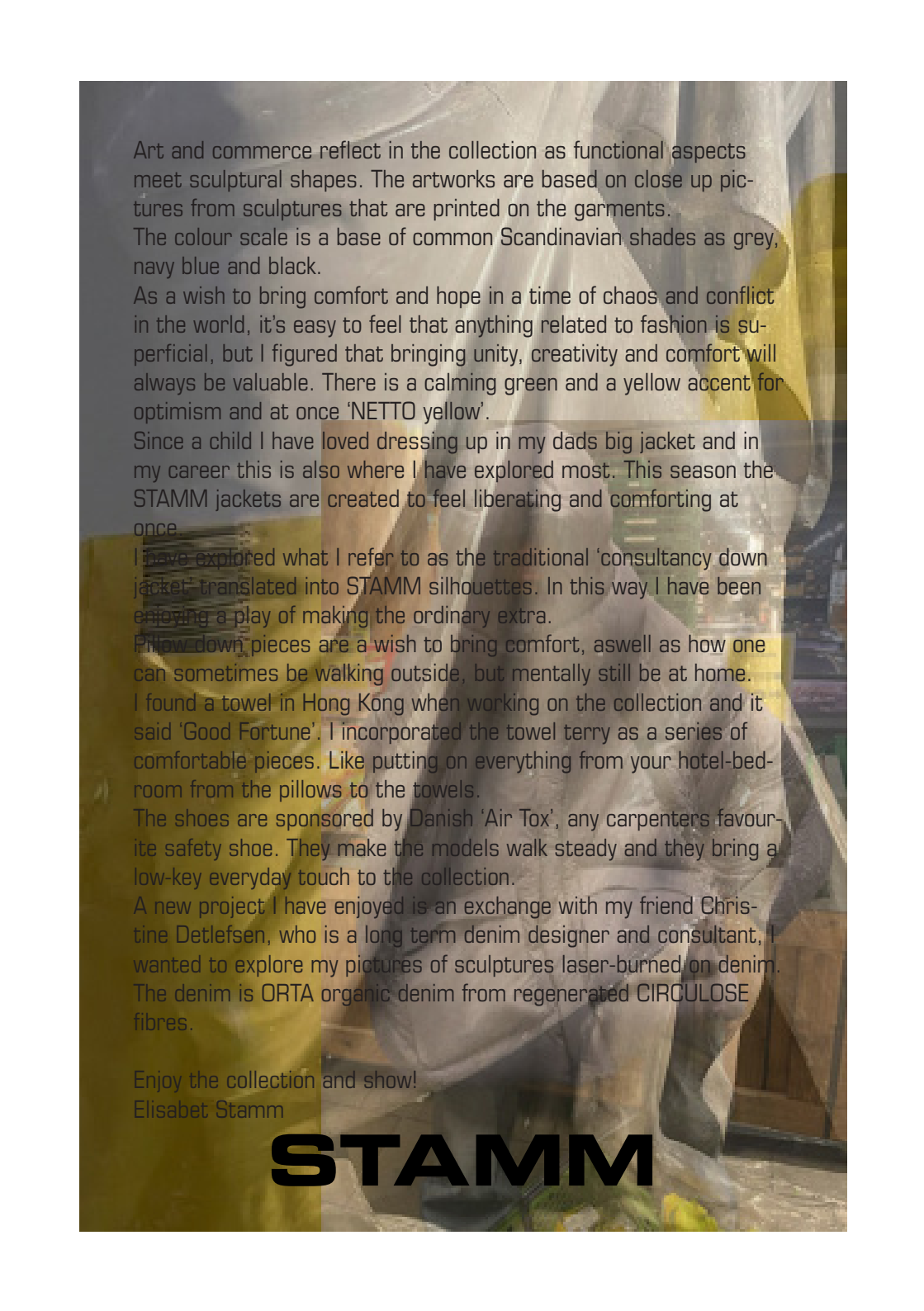
failed to many times to be scared to be failing

without hell there'll be no angels

so keep walking, just keep walking

**Take out from a letter of exchange between Elisabet Stamm, spoken words  
and replies from Ephraim Raiden Rose, sound by Columbus Marslew.**

**STAMM**



Art and commerce reflect in the collection as functional aspects meet sculptural shapes. The artworks are based on close up pictures from sculptures that are printed on the garments.

The colour scale is a base of common Scandinavian shades as grey, navy blue and black.

As a wish to bring comfort and hope in a time of chaos and conflict in the world, it's easy to feel that anything related to fashion is superficial, but I figured that bringing unity, creativity and comfort will always be valuable. There is a calming green and a yellow accent for optimism and at once 'NETTO yellow'.

Since a child I have loved dressing up in my dad's big jacket and in my career this is also where I have explored most. This season the STAMM jackets are created to feel liberating and comforting at once.

I have explored what I refer to as the traditional 'consultancy down jacket' translated into STAMM silhouettes. In this way I have been enjoying a play of making the ordinary extra.

Pillow-down pieces are a wish to bring comfort, as well as how one can sometimes be walking outside, but mentally still be at home.

I found a towel in Hong Kong when working on the collection and it said 'Good Fortune'. I incorporated the towel terry as a series of comfortable pieces. Like putting on everything from your hotel-bedroom from the pillows to the towels.

The shoes are sponsored by Danish 'Air Tox', any carpenter's favourite safety shoe. They make the models walk steady and they bring a low-key everyday touch to the collection.

A new project I have enjoyed is an exchange with my friend Christine Detlefsen, who is a long term denim designer and consultant. I wanted to explore my pictures of sculptures laser-burned on denim. The denim is ORTA organic denim from regenerated CIRCULOSE fibres.

Enjoy the collection and show!  
Elisabet Stamm

# STAMM