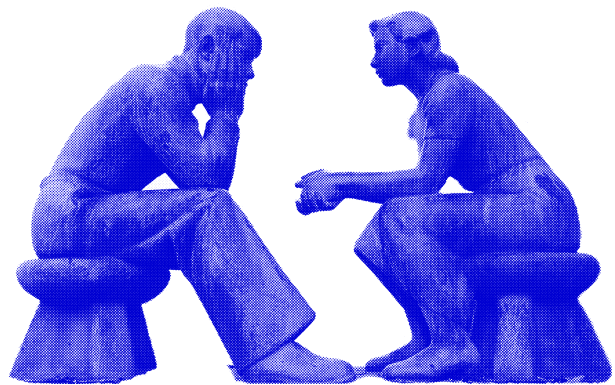


# "The Copenhagen Interpretation"



WOOD WOOD AUTUMN/WINTER 2024  
THORVALDSENS MUSEUM, 31 FEBRUARY

Literally speaking the Copenhagen Interpretation is a founding theory of quantum physics; the idea that a quantum particle exists in all its possible states at once until the threshold of observation at which point it is forced into a singularity.

As far as we were concerned it's just another example of this relatively small country producing disproportionately impactful cultural giants (the Interpretation is attributed to Danish physicist Niels Bohr).

The venue we chose for the show is another such example. Bertel Thorvaldsen, a sculptor from a family of modest means, went on to surpass his mentor Canova and become the only foreigner to ever provide services to the Vatican.

Lastly, and simply, little more than a reference to myself and my wife's impressions of living in Copenhagen and more specifically grappling with the unwieldy and ambitious legacy of Wood Wood.

After reviewing 20 years' worth of archive we really did feel like Niels Bohr...hypnotised, humbled by the sheer scale and variety of the brand's output...all its possible states at once.

But, of course, at some point we had to make a choice and step through that threshold of observation.

A prominent thread in the fabric of Wood Wood's legacy has been its collaborations and more specifically its sneaker collaborations. It's a fact we wanted to highlight when we discovered Brian had secured a partnership with ASICS.

We had been working with a 70's moodboard; imagery from Taxi Driver, Studio 54, Yves Saint Laurent, The New York Dolls...the decade was resonating with us. We felt certain parallels with our current times; the anxiety, the decadence, the tales of political and institutional corruption but also the raw energy and creativity.

We had pursued the tones and textures of the era; shades of beige, brown and ochre, lavish helpings of corduroy and velvet juxtaposed with a graphic story revolving around Nordic mythology, witchcraft and pre-Christian culture. But the identity of the collection truly galvanized when we added the sneakers. A very Wood Wood energy emerged, an oddly upbeat counterpoint to the subdued palette.

Other details came in the form of a number of double-faced fabrics, padded jersey, elevated and more-ish knits from Wood Wood's newly appointed knitwear designer as well as a number of unisex items while celebrating the extremes of the masculine and feminine.

Lastly AW24 signifies the beginning of an artist's residency with the Thorvaldsen Museum (a first for a fashion brand) from whose ceiling we took the starry electric blue motif.

For AW24 a new Wood Wood identity is emerging (or returning) in the form of a punchy elegance. Pared down cuts, elevated fabrics...sport meets street with an overtone of refinement.

Brooke Taylor, Creative Director