

MUNTHE

FALL WINTER 2024
PRESS RELEASE

QUOTE FROM NAJA MUNTHE

"Sometimes I reflect on the journey that led me to this moment, and I often find myself drawn back to a vivid childhood memory, a memory that is etched in the fabric of my being—the memory of my early passion for horseback riding.

For most of my childhood, the focal point has been horses. I groomed them, I rode them, I read about them, I dreamed about them, and I played with them. The horses were my blinders helping me remember the focus and see the goal far ahead. Those formative years were marked by the sanctuary I found in the stables and the profound companionship of horses, each hoofbeat leaving an indelible mark on the canvas of my character.

For this collection we have embraced the meticulous contrast of rugged denim against delicate fabrics, ranch patterns and combined it with inspiration from my childhood memory of these majestic creatures. With the Fall Winter 2024 collection, we tap into the craft of bestowing garments with multiple dimensions and depth - a testament to the brand's commitment to embodying a refined lifestyle."

- Naja Munthe, Creative Director and Founder of MUNTHE.

COLLECTION INSPIRATION

Naja Munthe cherishes a particular childhood memory – one that vividly illustrates her early passion for horses. In those formative years, the stables became her sanctuary, and the companionship of horses left an indelible mark on her character. These childhood encounters not only molded her into the person she is today. It is from these recollections that the inspiration for the Fall Winter 2024 collection springs forth, seamlessly blending the essence of ranch life with a contemporary flair.

This collection artfully weaves together elements like denim jackets adorned with crystal details, ethereal tulle dresses featuring intricate sequin embroidery, sumptuous coats, and opulent wool sweaters. The MUNTHE logo undergoes a transformation, gracefully emerging as a new pattern embellishing sweaters, bags, and boots. A striking leopard print, varying in size, graces exquisite sweaters, sequined dresses, and impeccably tailored jackets.

The juxtaposition of rugged denim against delicate fabrics, coupled with leather accessories, adds a profound versatility to the overall collection. MUNTHE skillfully taps into the artistry of bestowing garments with multiple dimensions and depth, embodying a luxurious lifestyle. The accessories accompanying the collection serve as the perfect complement, featuring belts with meticulous stitching, tote bags adorned with ranch patterns, and boots proudly displaying the distinctive MUNTHE logo. This collection epitomizes craftsmanship, offering a sophisticated and lavish expression of style.

**For interviews, quotes, and other press inquiries, please contact:
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A CONSCIOUS JOURNEY TOWARDS A MORE RESPONSIBLE FUTURE

It has always been core to the MUNTHE brand to be conscious and constantly reflect on how we are in the world. Being a fashion brand, by nature we are not in a sustainable industry, but we believe that by using our brand as a powerful platform, we can initiate small changes that will accumulate into bigger ones over time.

We believe that we are on a never-ending journey where we constantly need to explore and evaluate how to best invest in progress. We constantly need to take an honest look at all aspects of our production from choosing better materials to creating better working conditions for our suppliers and employees.

The Fall Winter 2024 collection is made of 53% more responsible materials. At MUNTHE we have a criteria that our **MUNTHE MORE RESPONSIBLE** styles are made from min. 50% recycled or certified low impact materials that have a better and gentler environmental footprint.

During 2024 we will publish our first responsibility report. Until then you can read more about our 6 sustainability commitments on [MUNTHE.com](https://www.munthe.com).

We invite everyone to be a part of our conscious journey!

ART MONDAY ARTIST FALL WINTER 2024

MUNTHEs Art Monday collaboration this season is artist Ju Mu. Brought up in Hanover, with Peruvian-Chilean roots, Ju Mu now lives and works in Berlin as a freelance artist. Her art is perennially inspired by the cult of shamanism, along with its connections between humanity, the spirit world, and nature. The collaboration is expressed through colorful pink and black art pieces turned into graphic prints.

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