

PFERD GARTEN
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Autumn Winter 2024

Love und Friendship Since 1999

Press Release

BAUM UND PFERD GARTEN IS A COPENHAGEN-BASED FASHION HOUSE ESTABLISHED IN 1999. THE BRAND NAME INTERPLAYS THE SURNAMENES OF THE FOUNDING CREATIVE DIRECTORS RIKKE BAUMGARTEN AND HELLE HESTEHAVE.

COLLECTIONS ARE AVAILABLE TO SHOP IN BAUM UND PFERD GARTEN'S COPENHAGEN FLAGSHIP STORE, ONLINE AT BAUMUNDPFERDGARTEN.COM, AND IN SELECTED DEPARTMENT STORES AND RETAILERS WORLDWIDE.

BAUM UND PFERD GARTEN STRONGLY BELIEVES IN THE IMPORTANCE OF CIRCULARITY AND IS WORKING TO BECOME MORE RESPONSIBLE IN ALL ASPECTS OF ITS OPERATIONS. THE AIM IS TO CONTINUOUSLY REDUCE THE NEGATIVE ENVIRONMENTAL IMPACT OF EACH COLLECTION.

ALL RESPONSIBLE PIECES WILL COME WITH AN EXTRA SWING TAG AND WILL BE MARKED ONLINE WITH A DEDICATED ICON.

READ MORE ABOUT OUR RESPONSIBILITY STRATEGY [HERE](#).

Baum und Pferdgarten is set to celebrate our remarkable 25-year journey with the much-anticipated AW24 collection titled "Love und Friendship since 1999." The collection pays homage to the enduring partnership and close friendship between the Creative Directors Rikke Baumgarten and Helle Hestehave, marking a quarter-century of creative synergy.

"We feel incredibly fortunate to be on this creative journey together, working every day side by side as best friends and partners. This collection is a celebration of the joy we find in each other's company, which has shaped Baum und Pferdgarten as a brand."
- Rikke Baumgarten and Helle Hestehave, Creative Directors.

Designed by the duo, the AW24 collection is a harmonious blend of classic sophistication and vibrant playfulness, showcasing the unique synergy that has defined their long partnership. The designers' distinct styles shine through in every detail of the collection, embodying the spirit of Baum und Pferdgarten's journey.

Classic elegance and playful energy are entwined beautifully in a mix that captures the essence of Baum und Pferdgarten's timeless appeal. Classic shirts adorned with twists of sparkling details reflect the individual tastes of the designers, creating a perfect fusion of their design philosophies. The collection takes a bold step forward with striking prints that are an integral part of the brand's DNA. This is emphasized by the captivating zebra print and an evolution of the iconic Baum und Pferdgarten signature – the leopard print, now reimagined in twill material in mesmerizing blue tones. The collection's vibrant colour palette includes timeless tones, such as rich blue hues, deep green and brown tones, elegant grey, and delicate light pink, adding an extra layer of versatility to the collection.

The collection seamlessly mixes different qualities with distinctive details, showcasing the harmony between elegant and playful elements – a reflection of the longstanding partnership. Reinterpretations of lace and sequins combined with casual sporty references and a focus on outerwear add a contemporary flair and offer a glimpse into our future design journey.

The AW24 Collection made its grand debut on January 31st during Copenhagen Fashion Week at Set-Up Studio on Refshaleøen in Copenhagen. The runway, embellished with dramatic moving chandeliers, transformed the otherwise dark room into a captivating space designed by Nikolaj Lorentz Mentze, founding partner of Studio 0405. To enhance the show's allure, confetti gently fell in a slow drizzle, resembling snowflakes.

The runway cast included a mix of friends and models who have been integral to the brand's 25-year journey, alongside fresh faces representing the future of Baum und Pferdgarten. The makeup, provided by M.A.C. Cosmetics Nordics, and the hair styling by Oribe complemented the collection, with a focus on enhancing the individual characteristics of each model.

Presented on the runway exhibition was a special T-shirt bearing the "Love und Friendship since 1999" message, available for immediate purchase exclusively on Baum und Pferdgartens webshop and Copenhagen Flagship Store after the show.

Adding a nod to the brand's grand history, an archival piece was included on the runway. Models were adorned with handmade custom jewelry designed by Yours Truly by Peter Jensen for Baum und Pferdgarten, a longtime friend of the house. Additionally, a sneak peek of an upcoming collaboration with the iconic athletic footwear brand, Etonic, added an exciting element to the showcase. The collaboration will be available in August 2024.

Baum und Pferdgarten's AW24 collection joyfully celebrates love, friendship, and 25 years of creativity. It weaves together cherished moments from the past while eagerly looking forward to the exciting journey ahead. The collection will be available in stores in July 2024.

For further information or imagery, please contact PR Manager, Benjamin Rønnow at benjamin@baumundpferdgarten.com

#BaumFamily #BaumundPferdgarten @baumundpferdgarten

Creative Direction: Rikke Baumgarten & Helle Hestehave / Art Direction: Clara Matz / Set Design: Nikolaj Lorentz Mentze at Studio 0405 / Stylist: Kristine Halken Sørensen / Casting Director: Camilla Bigler Beadsworth / Video Editor: Storyline Studios / Composer: Thomas Bertelsen / Key Hair Artist: Nicci Welsh for Oribe / Key Make-Up Artist: Vilde Feste for M.A.C. Cosmetics Nordics / Runway Photographer: Helle Moos / BTS Photographer: Olivia Rhode / Guest Photographer: Anna Carli / BTS Video: Cecilie Juel Olsen / Jewelry: Yours Truly by Peter Jensen for Baum und Pferdgarten