

PRESSRELEASE AUGUST 2010

WINGS, DRAPES AND SQUARES – are the forms of inspiration for the SS11 collections by Maxjenny Forslund

The R-T-W line, called **THE NEW BLACK** – is mainly a solid viscose jersey line though other material can give a special performance. For spring summer 2011 she presents a soft black and a creamy grey colour. This is an elegant avantgarde basic collection which makes you feel confident and beautiful. All garments are creatively made to experiment and explore the movements of the carrier. MAXJENNY has a distinctive design, which is characterized by squares, circles, volume and draped fabrics. Because she works very intuitive as an autodidact fashion designer, away from ordinary pattern-the garments are often made in two sizes or one size and each style can change shapes depending on who is the wearer. The sleek designs, combined with the soft comfort of the materials, fit all shapes and sizes elegantly.

The new black is a collection that forms a unity and allows various designs and colours to be mixed and matched, allowing for individual styling. A collection that is a family and speaks the same language while leaving an individual fingerprint on you wardrobe.

The outdoor line, is called **STREETSCULPTURES**, because that's what they are, -walking sculptures in the street. This collection is made from a breathable, crease-free, light and waterproof sports fabric, that is miraculously fashioned from recycled plastic bottles and painted with waterbased colours. We print our artworks onto the fabric and cut the coats with a minimum of seams. The inspiration of the jackets construction comes from folding fabric, almost like Japanese origami and the result is a surprisingly wearable moving sculpture. They are all lined in black, have a zip front and an elasticated lambchop under-sleeve to keep out drafts. The coats are available in two cuts: poncho or rushed, petal-collared coat.

Streetsculptures is jackets that will turn heads for a lifetime as the look is edgy and street savvy. Each garment is like a piece of art, which transforms any every-day-woman into a beautiful and interesting person, one who will be seen, one who is Somebody.

ABOUT MAXJENNY AND HER PROCESS:

MAXJENNY is designed by one of Scandinavia's most innovative new fashion designers at the moment: Maxjenny Forslund. The company was built in the spring of 2007 and is situated in Copenhagen. This completely autodidact fashiondesigner started out as a furnituredesigner from Denmark's School of Design in Copenhagen making large handtufted carpets in vivid colours, screenprinted furnitures and large embroidered sofas at the furniture fairs of Milan, London and New York, and she earned worldwide recognition for her innovative textile design and use of colors.

Thefirstfashioncollectionwassuccessfullylaunchedintheautumnof2007.Maxjennydoesnotworkinatraditionalwayofmakingpatterns,tousepaperandathightmeasurementsshedual,insteadMaxjennyisworkingdirectlyonthebodyandonthefabric.

She studies the movement of the bodys own architecture together with the garment itself, which gives a collection where every piece asks for more. When she works with the method of direct drapings and into the fabric at once, it allows her to constantly improvise and follow the fabrics characteristics, measurements and to use the hole width of fabric which is a challenge in itself and also gives less of cuts.

Maxjenny primarily uses so called intelligent materials, that is to say, textiles that can identify an external stimulus and respond to it in a verifiable manner. Style that works well transcends seasonal trends. New material compositions, together with new techniques has allowed Maxjenny to be at the forefront of its field.

MAXJENNY is now being sold in selected stores in Denmark, Germany, Uk, China, Italy and Japan.

See our working movie at the photoshoot: www.maxjenny.com/video

Regi: Nils Bergendal, photographer: Lars G Svensson must be credited in all context and model Anna Just

Total presskit available at: www.maxjenny.com/presskit

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