

Holzweiler

Holzweiler SPRING/SUMMER 2024: *REWILDING*

“Hei!” London! We’re so happy to see you. We’ve been thinking about the notion of ‘rewilding’ – about the beauty of nature springing up to reclaim urban space, and how that impacts self-expression and our personal style.

Nature is at the heart of our brand and Holzweiler tells the story of our authentic Norwegian lifestyle that is rooted in family, connection, and love.

It feels incredibly special to be able to stage our first fashion show in this exciting city at Camley Street - once a working coal yard, and now transformed into a completely unique haven for plants and wildlife. When we visited this special place for the first time and heard the birds singing and the bees buzzing, we felt immediately at home.

Today we invite you to come as you are and join us in taking a moment.

Live mindfully in the present.

*Love,
The Holzweiler family,*

- Andreas Holzweiler, Maria Skappel-Holzweiler, Susanne Holzweiler

Holzweiler’s spring/summer 2024 collection *Rewilding* offers a manifesto of the Norwegian way of life, one which celebrates reintegration into nature, and travels joyfully through the nomadic, the explorative and the urban. For men and women, silhouettes blend utility with freedom, in an organic colour scheme that moves from stone to cocoa, peppermint to lilac, azure to cornflower.

For women, silhouettes are diaphanous, lean and protective: delicate florals flit across handkerchief dresses and skirt suits and overalls mingle with layered transparencies of crochet, tencel and chiffon. Shapes are elongated and fluid: XL cuffs, wispy ties and tassels. For men, silhouettes have a slouched, sporty inflection: linen tailoring in stone and lean light blue denim, an overcoat spray-painted with an elderflower motif, striped shorts and relaxed Nehru collar shirting. For women, the brand’s hero ‘Tine’ cardigan, has been hand-crocheted in Norwegian lambswool, created by Maria Skappel-Holzweiler, and her family’s knitwear label Skappel.

Bridging the gap between life and style, Holzweiler also introduces a range of ‘activewear’ wardrobe staples, including monochrome leggings, tank tops and crew neck t-shirts seen layered in the collection. Holzweiler’s signature Cocoon bag has been reimaged in miniature and jumbo size in pale green and ecru, and is imagined in a fluffy material, made from deadstock upholstery fabric, sourced from a

Norwegian textiles factory. In a nod to the brand's origins over a decade ago, fine silk scarves in fluid lengths also feature prominently, softly trailing around necklines and waists. The brand has also expanded their growing eyewear category with the intrepid 'Lucas' frames, which feature alongside floral pendant belly chains and bucket and straw hats.

Styling: Fran Burns

Casting: Madeleine Østlie / AAMØ Studios

Movement Director: Yagamoto

Hair: Provided by Authentic Beauty Concept

Make-up & Nails: Provided by M.A.C Cosmetics Nordics

Sound Director: Yves Tomas

Words: Laura Hawkins

Production: CEBE

Communications: RAVEN

With Special Thanks To:
Our Friends and Family, The Holzweiler Team, and to nature itself - our greatest inspiration

