

AZ FACTORY

JENNY
HYTÖNEN

Monday, 22nd January 2024

AZ Factory is once again supporting emerging talents during Couture Week, encouraging a dialogue between younger generation of creatives and rituals of Couture by endorsing these up and rising designers providing them with a team of professionals guiding their creativity through design and atelier processes, work to provide international and institutional press visibility, as well as marketing & communication support.

Jenny Hytönen's designs are known for their elaborate and highly skilled technicity paired with sharp imaginary.

The **AZ Factory with Jenny Hytönen SS 2024 Couture Collection** was presented on the official event calendar of Haute Couture Fashion Week, in a hidden loft of rue du Pont aux Choux in Paris. The raw space offered the perfect canvas to Jenny Hytönen's soft-punk designs. As you entered the space, models were mingling with the crowd, enjoying the atmosphere before standing in front of a human-size scanner that instantly projected their silhouettes all across the room, covering each wall of the concrete space. This immersive experience reflects one of Jenny Hytönen's main inspiration for this AZ Factory story: the future.

For Jenny Hytönen, the future is vibrant and diverse rather than sleek and minimalistic, defined by transforming something old, reconstructing it and making it new again. Clothes have all form on the outside and all function on the inside. It is about seeing through garments: the old parts having a sense of history having lasted and endured time. The outcome is imperfect but you can see the function behind it.

For this **AZ Factory with Jenny Hytönen SS 2024 Couture Collection** the main base is recycled military shearling jackets. In all shades of brown, this very masculine attire is cut and reconstructed into feminine shapes: tops, neck-covers. Miniskirts are made of belts. Overall looks are carefully-thought collages of both transparency and textures. The blush pink translucent silhouettes in organza inspired from archival 1920s evening gowns are studded with metallic details and undergarments reminisce archival Alber Elbaz' designs.

Credits:

Art Direction - Tuomas Laitinen & Chris Vidal

Casting - Alexandra Sandberg

Make-up - Jenny Jansson

Hair - Linda Lehto

Video Installation - Uberraum

PR - KCD Paris

Special thanks to:

Mauro Grimaldi, Noman René De Vera, Peter Movrin, Luis Monteiro, Morgan Remy, Melvyn Crestey, Fangqing Niu, Chenxi Lyu, Laetitia de Mathan, Paul Zacarias Lozano, Charlotte Plasson, Maëlys Domingues, Lili Jin, Marine Schmit, Manon Floquet, Solena Bertin, Angelina Nieddu, Carla Kurjawa, Alexis Arnault, Aline Dandrieux, Emilie Perrier, Jean-Baptiste Fourage, Linda Benhassen, Jahwana Berglund, Inès Mendy, Morgane Sweeney.

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