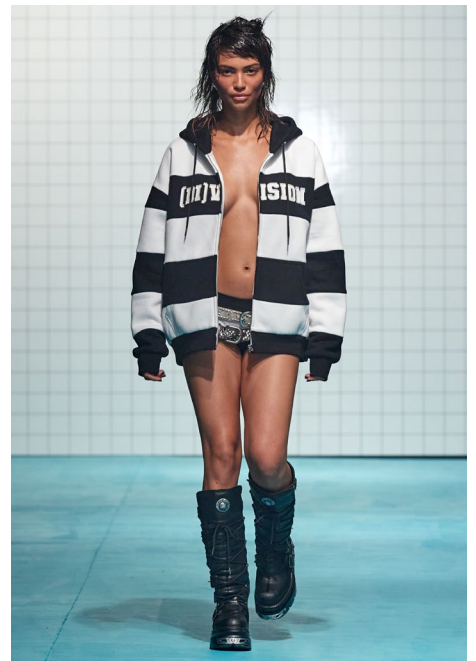


The Dream of Steam City

(di)vision spring/summer 2025
in partnership with The Ordinary

Reimagining Urban Dreamscapes: (di)vision and The Ordinary's SS25 Runway Show

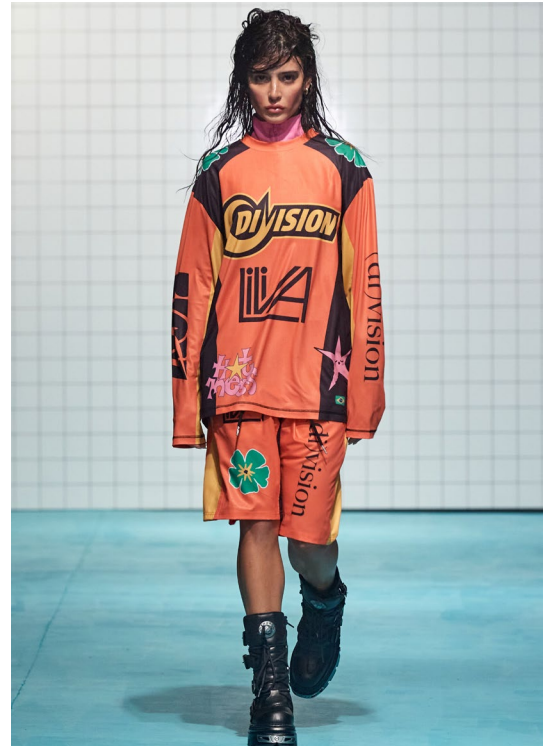
COPENHAGEN, August 2024 – On a transformative evening during Copenhagen Fashion Week, (di)vision and The Ordinary captivated audiences with their Spring/Summer 2025 runway show, "The Dream of Steam City." Held at Art Maze, a cutting-edge venue known for its immersive and avant-garde exhibitions, the event merged innovative fashion with groundbreaking skincare in a celebration of integrity, creativity, and urban dreamscapes.



In a seamless blend of fashion and beauty, (di)vision, known for its upcycled and reconstructed materials, partnered with The Ordinary, a brand that has democratized skincare with its science-backed formulations. The runway show epitomized their shared vision of transparency and innovation, challenging industry norms and setting new benchmarks.

(di)vision's SS25 collection features an eclectic mix of menswear and womenswear, showcasing unique upcycled pieces and collaborative designs. Inspired by urban maximalism and video games, it merges fairy grunge with Tokyo fashion nostalgia. Layering and upcycling are key for visually striking ensembles. Vintage denim, lace, jersey, and leather are repurposed for character and impact. Animal prints, plaid, and 2000s-inspired accessories add flair, with "happy grunge" reinterpreting grunge through vibrant colors and playful prints. Additionally, the show features a capsule collection created in collaboration with Brazilian cool-girl Livia, who also starred in (di)vision's previous AW23 campaign. And for the first time, the full collection is aimed at D2C and will be available for purchase on (di)vision's webshop, di-vs.com, right after the show.

"The Dream of Steam City was more than a runway show; it was an immersive experience that brought together the best of fashion and skincare. This collaboration between (di)vision and The Ordinary not only celebrated their individual strengths but also illustrated the transformative power of sustainable practices and innovative design. 'The Dream of Steam City' represents a parallel utopian world and universe. In Steam City, pollution is replaced with the freshness of mountain dew. Everything in Steam City is made from pre-existing objects, and the people practice reconstruction to create new things, like belts made from nostalgic memorabilia, or a coat created from old teddy bears. The goal of 'The Dream of Steam City' is to imagine what other worlds might exist if we had a different way of life. I have always had the idea that upcycling works better when it's visual.



The Ordinary has been the major force behind the universe for the show's setting. I wanted to work with someone I respected, who represented a simple and clean universe, to contrast with my colorful and stimulating one. Like many of my designs, it's always about contrast. Steam City is the outcome of what (di)vision and The Ordinary look like combined." - Simon Wick, Co-Founder & Creative Director.

The evening was marked by a series of unforgettable highlights. Guests were welcomed with exclusive upcycled tank tops transformed into tote bags, featuring custom (di)vision x The Ordinary prints. These unique totes, containing a selection of The Ordinary's celebrated products, were a nod to both brands' commitment to resourcefulness and creativity.

The runway showcased a striking array of designs, including a full look in The Ordinary's signature teal blue and another look crafted entirely from the brand's packaging materials. This one-of-a-kind ensemble was a testament to (di)vision's inventiveness and The Ordinary's dedication to eco-consciousness, making a powerful statement about the potential of upcycled fashion.



A cohesive aesthetic was maintained throughout the event, with all backstage and front-of-house staff adorned in custom lab coats designed for the collaboration. This detail underscored the meticulous planning and unity of vision that defined the show.

The makeup and hair looks for the show were crafted using The Ordinary products, emphasizing natural, dewy skin and a fresh, hydrated appearance. This gel-like aesthetic, reminiscent of The Ordinary's iconic serums, showcased the brand's expertise in skincare while complementing (di)vision's avant-garde fashion.

Event Details

- Date: Tuesday, August 6th, 7 PM
- Location: Art Maze, Bryggervangen 7, 2100 Copenhagen Ø

About (di)vision

(di)vision is a forward-thinking fashion brand dedicated to sustainability and authenticity. Known for its use of upcycled materials, (di)vision creates unique, story-driven pieces that resonate with environmentally conscious millennials and Gen Z. The brand embodies a genderless ethos, promoting inclusivity and versatility in fashion. By transforming something old into something new, (di)vision is at the forefront of a movement towards a more sustainable and transparent fashion industry.

About The Ordinary

Since 2016, The Ordinary has disrupted the beauty industry by offering high-quality, science-based skincare at sensible price points. Emphasizing integrity and transparency, The Ordinary's formulations are vegan, cruelty-free, and rooted in the belief that skincare should be accessible to all. The brand focuses on commodity ingredients—trusted and tested substances that have stood the test of time—echoing a commitment to making something meaningful from the ordinary.

For additional information, please visit:

(di)vision
Instagram: @di_vsn
Website: di-vsn.com

The Ordinary
Instagram: @theordinary
Website: theordinary.com

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Show in Partnership with The Ordinary / @theordinary
Line-Up Photography by Eivind Hamran / @eivindhamran
Runway Photography by James Cochrane / @jamescochranephoto
BTS Photography by Angela Djekic / @angeladjekic
Video by Mikkel Stenild / @mikkelstenild

Creative Agency HOLIDAYS / @holidays.portfolio
Casting by Simon Wick & Agnes Buch / @simonwickx & @agnesbuch
Styling by Agnes Buch / @agnesbuch
Graphic Design by Sofie Lund / @lundsofie

Key Make-Up Artist Marie Thomsen / @mariethomsenbaby using @theordinary
Key Hair Stylist Nicci Welsh / @nicciwelsh @nicciwelshacademy using @oribe

Choreography by Ronni Morgenstjerne / @ronnimorgenstjerne
Sound Design by Noodle / @noodlelife
Livestream by Jacob Stone / @jstone__

Sunglasses by Gumi / @gumiverse__
Jewellery by Emma Pills / @emmapills
Shoes by New Rock / @newrock

Location Art Maze / @artmazedk
Beverage 1664 Blanc / @1664blancdk
Guest Management & PR by Buzzcut Zeazon / @buzzcutzeazon
Show Production by William Jacob Rømer Riise / @william_riise