



## SS21 RÆJUVENATE REDEFINING NEWNESS.

**RÆJUVENATE** is a reaction to our unique times. Aligning with our **RÆSTART** manifesto in April 2020, we made the decision to cut back on the product we produce and optimise what we already have. This season's collection is just that; an opportunity to **RÆJUVENATE** the materials gifted from the past, restored for the future. Thinking differently. Doing Differently.

**RÆMADE** is our driving force. Each item is carefully crafted in our RÆBURN Lab in East London, and this season is no exception. Revived from our material archives is a range of original US military wet-weather poncho liners, quilted in Universal Digital (ACU) camo. Traditionally utilised as versatile blankets or shelter in the field, we have deconstructed and reconstructed them into a range of reimagined outerwear and accessories.

To **COLLABORATE** remains integral if we are to combat the mounting environmental and inventory crisis. We need to experiment and evolve. This season we partner with AATB, a design practice exploring Human-Machine Interactions through the lens of kinetic and interactive robotics. The result — an edit of our **RÆREDUCED** 100% Organic Cotton Interlock T-Shirts and Laundered garments designed exclusively by AATB. Rejuvenating our existing stock with spray painted dapple motifs, each design is unique and individually printed by robotic arms.

Finally, the Spring/Summer 2021 campaign has been entirely digitally rendered in Clo3D; a radical development and a **RÆBURN** first. In honour of our **RÆSTART** commitment to focus on the next wave of game changers with increased energy, we've connected with Maria Pereira, a young 3D artist from Porto, Portugal. This collaboration is the product of a candid conversation through our Instagram community — and a well deserved showcase of Maria's talent.

