

AÉRYNE



29 th June 2020, Stockholm

Aéryne releases its first influencer design collection, in collaboration with Scandinavian fashion icon Hanna Stefansson.

On June 30th, Aéryne releases the limited-edition collection designed in collaboration with Hanna Stefansson. The collection is inspired by Hanna's own retro style and designed to be a seasonless drop.

This capsule collection is composed of 10 pieces, made from leftover fabric and yarns following Aéryne's on demand model. There are 3 dresses, 2 jackets, 2 tops, a skirt, a pair of shorts and a scarf. About the inspiration behind the collection, Hanna Stefansson said

"I wanted to create a collection that made me think of picnics in the South of France, with a little flirt to the 60s and 70s that I love, with breezy colors inspired by nature, without any specific season in mind"

The campaign images were shot in Hoby Kulle Herrgård in Sweden, in a pink castle that takes your mind straight to the French Riviera. Best friends Sania Klaus D'mina and Hanna MW were part of the campaign shoot, as an authentic way to capture the inspiration behind the collection. This is a tribute to the "Dolce Vita à la Française", that evokes a feeling of serenity and joie de vivre well known to the French Riviera.

This limited-edition collection is the first of its kind released within Aéryne's influencer collaboration initiative, aiming to create relevant collections that are designed in close partnership with today's fashion icons.

"We wanted Hanna to create pieces that she really loved, within the frames of our sustainability model, instead of just designing a namesake collection; we wanted it to be genuine", said Anna-Carina Helander, owner of Aéryne and Seezona AB.

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