

THE CREATOR

APRIL UTILITY GARMENTS CAPSULE SELECTION

WE ARE NOT LOOKING
FOR FOLLOWERS.
WE ARE SEARCHING
FOR CREATORS,
CRAFTSMEN AND
REBELS.

LOOKBOOK
Location: Istanbul
Model: Kaan Bergsen and Friends

april

april

EDITION 1

THE

CREATOR

Location: Istanbul
Model: Kaan Bergsen and Friends
Created in Copenhagen
Produced in South Korea







ABOUT THIS COLLECTION

Our first capsule collection is based on one outfit, no more, no less. We create for ourselves first and do not restrict ourselves to trends and seasonality. Our process is simple. When we find inspiration we create, always one outfit at a time.

We think function first. Aesthetically we want the first edition to represent our brand's identity, working with our established colors and clean visuals, inspired by the city we are in, Copenhagen.







THE CREATOR

All that the Creator touches becomes an interpretation of how he sees the world. There is no place too poor or unsuited for creation. The Creator understands that the only boundaries that exist are those created in their mind. In times when you can't see the light at the end of the tunnel, the Creator will be the one guiding you, showing you the path.









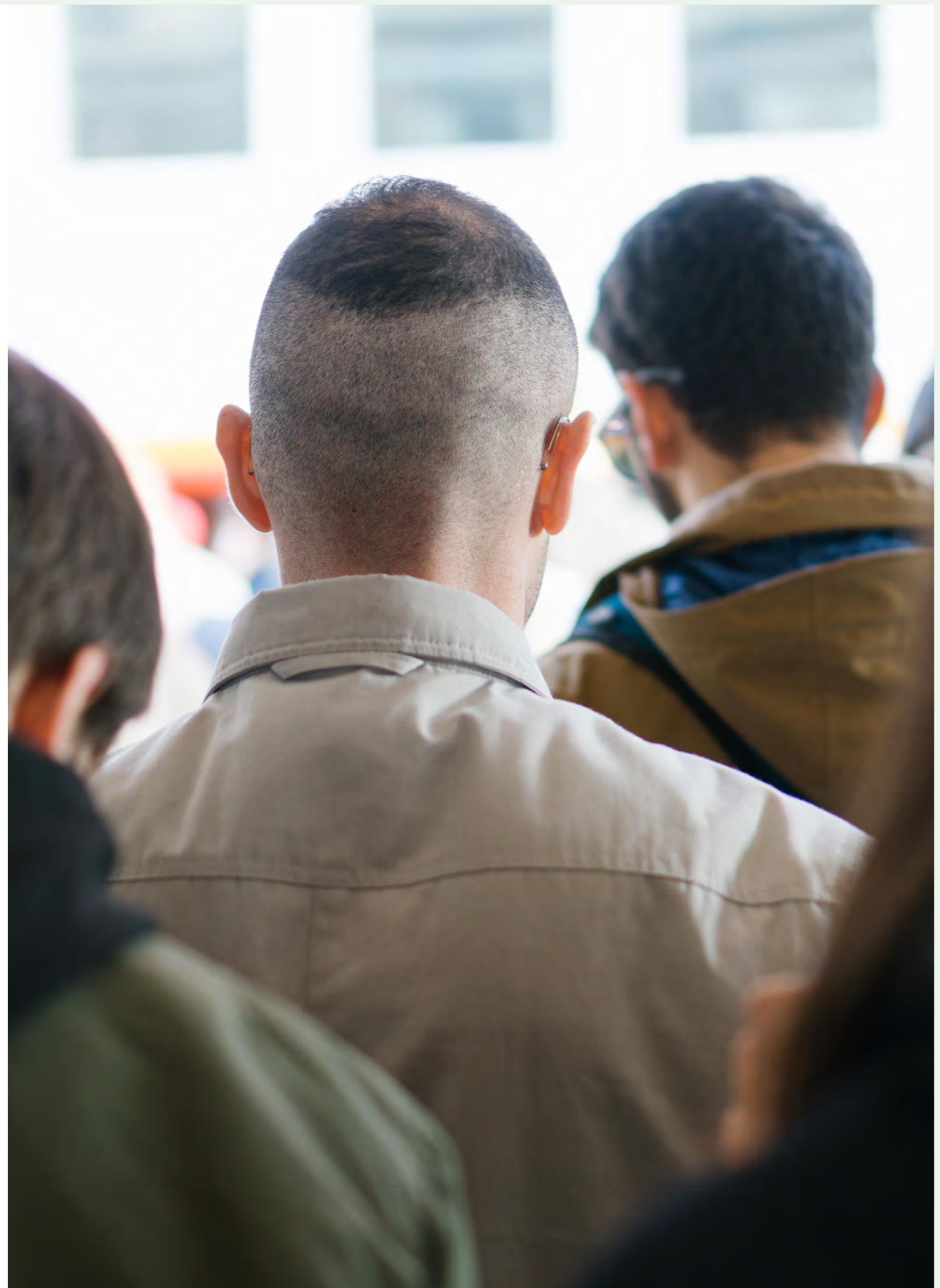
ABOUT US

This project has been created by Patrik Rolf as an extension of April, a quality-focused brand based in Copenhagen, currently home to the internationally acclaimed April Coffee Roasters, as well as a multimedia agency.

We teamed up with the founders of Copenhagen based Birrot - a Korean Design Studio Established in 2018 -, Sey & Min (both graduates of Central Saint Martins in London). Their technical skill-set and understanding of fabrics combined with our aesthetic vision resulted in this project. Our production was completed in the same Factory as Birrot produces their own brand. This way we can ensure quality, consistency, and transparency from start to finish.

This project was started with us exploring an original "work-outfit" for our Coffee Roastery, April. We wanted to create something that represented our core brand value - Quality. After months of searching for potential brands to collaborate with, we decided to explore the opportunity of producing everything ourselves.

We wanted to create Utility Garments that are durable and comfortable with a visual expression that is modern - Garments that you can use every day and that last you a lifetime -, we take our inspiration from the street corners and boulevards of the world that we experience on our travels.









PRACTICAL • HOW WE WORK AND WHAT WE LOOK FOR

We produce all year round and each collection that we launch will be based on ,one outfit'. Rather than completing a full collection, our effort and focus is channeled into perfecting the one outfit that we decide to produce. Once created, we always allow our partners to re-stock the items of the outfit.

There are no rules for this process with the exception of one, if we don't want to wear it ourselves then we will not release it.

We create because we want to.

We are currently working on our second outfit „The Craftsmen“. For future creation, we are planning to release two separate outfits every year.



OUTDOOR UTILITY JACKET

60% Cotton / 40% Nylon
Water-Resistant, Stain Proof & Durable
Slight Oversized Fit
Available in S, M & L
Colour Light Grey/Green
Made in South Korea



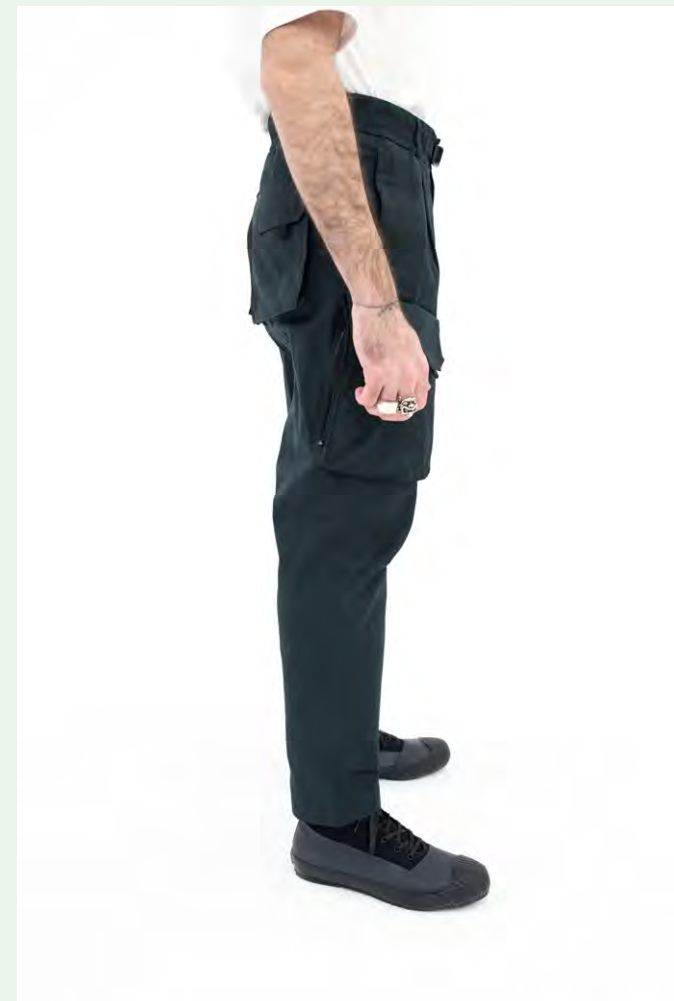
UTILITY SWEATER

Front 100% Cotton
Back & Arms 51% Nylon / 49% Cotton
Regular Fit
Available in S, M & L
Colour Light Green (two shades)
Made in South Korea



UTILITY TROUSERS

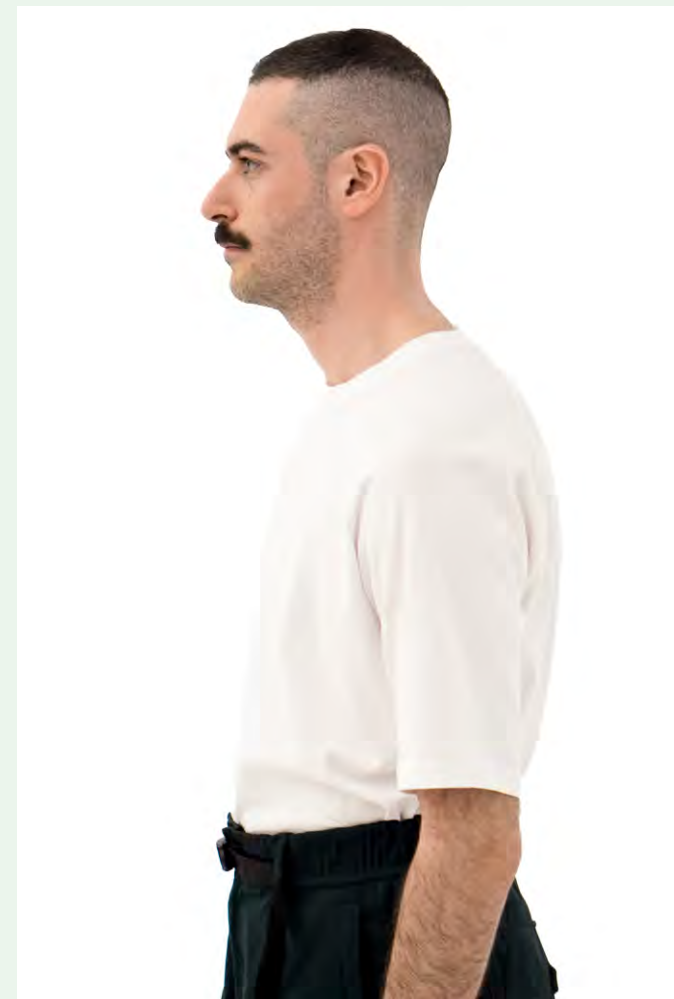
60% Cotton / 40% Nylon
Water-Resistant, Stain Proof & Durable
Slight Oversized Fit
Available in S, M & L
Colour Dark Green
Made in South Korea





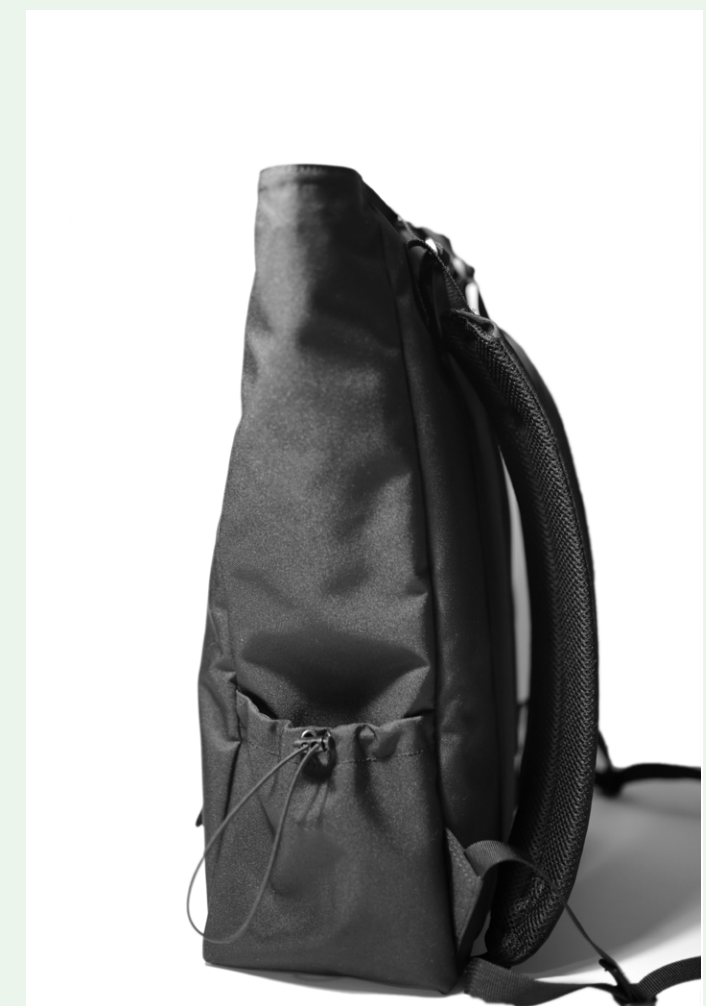
BASIC T-SHIRT

100% Cotton
Regular Fit (perfect sleeves)
Available in S, M & L
Colour White
Made in South Korea



UTILITY CAP & BAG

Bag: 100% Polyester
Cap: 60% Cotton / 40% Nylon
Water-Resistant, Stain Proof & Durable
One size
Bag: Black
Cap: Dark Green
Made in South Korea



GET IN CONTACT

patrikrolf@aprilutility.com
aprilutility.com
@aprilutilitycph



