

JU-NNA

AUTUMN WINTER 2024 SHOW
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LONDON

JU-NNA, the Japanese-British womenswear brand, continues to recontextualize traditional craft. The upcoming Autumn Winter 2024 collection will debut on the 18th of February, drawing inspiration from Japanese street photography documenting drunk and exhausted workers sprawled across Tokyo's streets. This season's collection delves into the dichotomy of exhaustion and professionalism. The runway comes alive with pieces that seamlessly blend elements of weariness with a distinct sense of purpose.

The color palette, carefully curated from city landscapes of our narrative, aims to blend individuals into the monotonous greys. From the twisted and folded tailoring to the playful yet undone aesthetic, each garment is embedded with the juxtaposing narrative of professionalism and exhaustion.

Fabrics range from Shibori-dyed silk jersey to traditional wool coats, an ease of mixing modernity and tradition. Stainless steel tie pins are utilized as embellishments, feminizing the classically masculine accessories. Emphasized and vertical diagonal lines are used to create the harsh lines seen in corporate architecture.

Shibori techniques are employed, creating irregular drapes and unique textures that challenge conventional structures. Blazers pay homage to the unkempt and scrunched suits of the muses, with padded shoulders evoking the essence of workwear while subverting ideas of the traditional power suit through drape.

Coats take on new forms, merging with skirts and trousers to mimic the classic tied blazer around the waist look. Trousers mirror the drapes and folds of garments, offering a take on the classic flared trouser in vegan leather and wool.

Skirts sway with wind-swept drapes, maintaining asymmetry in cotton, wool, and silk styles. Shirts and tops vary from elongated button-downs to sheer layered blouses, each piece exuding effortless sophistication and versatility.

Subtle prints, from tonal Shibori dye to edge-painted cotton, add depth and character to the collection, highlighting the long-lasting effects of overworked life.

Handcrafted jewelry, in collaboration with London-based designer Karthur Builds, draws inspiration from disarrayed office stationery, offering a unique and eclectic accessory line in silver.

Hair Direction: Masashi Konno
Makeup Direction: Laisum Fung
Styling: Myles Manfield
Jewelry: Karthur Builds
Art Direction: Edie Flanagan
Sound Design: Xavier LaCroix

JU-NNA was founded in 2019 by Jun Nakamura. The brand marries sophisticated techniques, fabrications, and silhouettes with a playful Nihon poi aesthetic. JU-NNA collections feature traditional Japanese Shibori, a brand signature. This is achieved through collaborations with Asian artisans, giving a time-honored custom a contemporary aesthetic.



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