

## IDA INTERNATIONAL DESIGNER OF THE YEAR 2<sup>nd</sup> time winner / JENS LAUGESSEN AW 23 LFW / PFW PRESS RELEASE /

The **LAUGESSEN** brand, designed by two-time IDA International Fashion Designer of the Year Award Winner Jens Laugesen, is relaunching and returning to its original **UNISEX origins**. In an immersive event being held at The Rowe, an eye-catching redevelopment of a former university building in Whitechapel, London, Jens Laugesen will reveal the relaunch, which will explore **re/deconstructed wardrobe staples** through the lens of technology balanced with artisanal craft.

Echoing Jens Laugesen's long passion for concepts and architecture of clothing the signature tailored flap tuxedo jacket shirt and concept-led wardrobe staples became a key part of **LAUGESSEN'S** new brand identity. Defined by the pillars of **METAMODERN** attitudes interwoven by discoveries and collective working with each other and the environment.

This fine balance between the emotional and conceptual realms is central to the attitudes **LAUGESSEN** experienced and brought forward after two years of introspection due to worldwide lockdowns, determined by a desire to create **long-lasting wardrobe solutions** with a **democratic, genderless fit for all identities**. In addition to the capsule collection of **wearable, democratic and unisex garments** for AW23, **LAUGESSEN** also presents an introduction to the new projects, experiences and ideas the brand has developed during its metaverse reformation on the new brand website store open for pre-order.

Supported by the **DANISH ARTS FOUNDATION**, we invite you on this new journey and hope to see you in London Fashion Week for our show or I PARIS FASHION WEEK SHOWROOM as listed below.

For LFW invites, further information on the new **LAUGESSEN** brand website, or to schedule an appointment:

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[www.laugesen.xyz](http://www.laugesen.xyz)

<https://jenslaugesendesign.com>

<https://konsensx.com>

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**DANISH ARTS FOUNDATION / STATENS KUNSTFOND / LONDON FASHION WEEK / VIRTUAL TOUCH / VZNZ  
AURAR GMPH / STYLE PROTOCOL / GORILLA EDITORS / CREATED\_BY / MAISON DAO / FRASERS GROUP /  
BAM CONSTRUCT UK / THE ROWE / VOICE OF CRYPTO / METAVERSE FASHION COUNCIL /**

## LAUGESEN X METASENS TRILOGY 02 PHYGITAL FASHION / ART / METAVERSE EVENT LONDON FASHION WEEK AW2023

**METASENS TRILOGY 02** / The second instalment of **LAUGESEN's META\SENS TRILOGY** – first launched during an on-schedule event at London Fashion Week September 2022 in partnership with Hong Kong-based digital lab **VIRTUAL TOUCH**; showcasing a custom-made meditative landscape inspired by the Himalayas, morphed with the utopian aesthetic of Italian avantgarde architecture group **SUPERSTUDIO**. For **METASENS 02**, **LAUGESEN** launches a new concept, disrupting the traditions of physical fashion presentation.

The **PHYGITAL** event launches an immersive AR filter hybrid of an art piece and a fashion catwalk, developed in collaboration with the creative teams behind immersive Augmented Reality AR experiences, **STYLE PROTOCOL** and **VZNZ**. The audience can experience augmented reality garment sculptures in a physical space, accessed through their mobile phones, which will also be launched as a global digital community competition.

The event will also mark the launch of the new **METASENS TRILOGY COLLECTIVE**, an invited selection of artists formed via the **METAVERSE FASHION COUNCIL** and **MAISON DAO** members network to collaborate with **LAUGESEN** at London Fashion Week. The immersive phygital art/fashion event will also showcase a new immersive 3-room digital space gallery, continuing **LAUGESEN's** collaboration with **VIRTUAL TOUCH** to showcase the new **META\SENS 20 TRILOGY** capsule collection of reconstructed tailoring and hybrid reconstructed pieces designed with a **genderless unifit for all** and digital NFT authentication by **CREATED\_BY**.

The immersive gallery spaces and the **PHYGITAL** event are completed with bespoke sound design by Gustave Robic. A virtual glitch film by film editor Maxim Young and gallery installation experience will be shared digitally on the LONDON FASHION WEEK website. A worldwide audience, invited by the **METAVERSE FASHION COUNCIL**, can experience the event wherever they are. The **PHYGITAL ART/FASHION** Event is hosted in the newly **regenerated architecture of THE ROWE** developed by **FRASERS GROUP** and **BAM CONSTRUCT UK**.

The meditative post-industrial open-plan space with a 360-degree view of London Skyline in reconstruction allows the invited audience to experience the digital metaverse fashion and AR installation in conjunction with a physical art installation **collaboration with artist ERIKA TROTZIG** and a meditative bespoke sound design by Gustave Robic.

The immersive **LAUGESEN META\SENS FASHION/AR/ART** event will conclude with an industry talk featuring participant collaborators about the collaborative project and how digital creativity and fashion technologies could merge fashion art and technology in the metaverse.

**LAUGESEN X CALINE** is a collaboration of hybrid jewellery collection inspired by cosmology. The pieces can be mixed and matched according to mood and look of the day. The creation behind the range revolves around the modest look to offer a genderless line that suits one and all.

**TEAM / ARTIST CREDITS /**

Creative Director / Jens Laugesen / KONSENS X /  
CD Film Editor / Director / Maxim Young / GORILLA EDITORS /  
Assistant Film Editor / Caden Steed / GORILLA EDITORS /  
Creative Director Assistant / Film Editor / Claudia Ramos /  
Sound Design / Composition / Gustave Robic /  
Head of Sales / PR / Creative Curation / Alex Hidalgo /  
Marketing / Communication / Anne Verrept / Caline Anouti  
LFW Press / Marketing / Team / Honor cooper hedges / Daniel Armani / Scarlet Lui Lujia /  
Design Team / Elton Levi / Anna Malcher / Issy Seo Won Choi /  
LFW Event Producer / Richard Thornn /  
Virtual Galleries / KC MAN VIRTUAL TOUCH /

**META\TRILOGY COLLECTIVE /**

The AW23 LFW showcase will feature a second installation of the META\SENS TRILOGY collaborative project launched in collaboration with MAISON DAO and METAVERSE FASHION COUNCIL. The collaborative project takes part in hybrid design thinking and will include various future physical and digital exhibitions.

[https://jenslaugesendesign.com/metasens\\_callout/](https://jenslaugesendesign.com/metasens_callout/)

Andrea Doering / Berlin / @adoriabc /  
Jessica James / Nigeria / @jessicajamesstudio /  
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**LONDON FASHION WEEK EVENT hosted at THE ROWE /** <https://therowe.london>

The Rowe, in Whitechapel, London, is a landmark site for Frasers Property UK. A redevelopment of the old London Metropolitan University's (LMU) School of Art, Architecture, and Design, The Rowe has added six floors to the existing building. Inspired by the original brutalist design, the 1960s concrete façade has been retained – reducing the carbon emissions for the construction process and uniting the old and the new. One of the defining aspects of Whitechapel is its diversity and rich cultural history. To respect the area's past and present, Frasers Property UK worked with art curator, Zoë Allen, on two site-specific public art commissions at The Rowe. One of these is a wrap-around artwork on the terrace of the sixth floor – the top floor of the former building – by Yinka Ilori MBE that has been designed to reflect the long and varied textile traditions of the local community and can be seen from ground level. The other installation, named 'Loop', in The Rowe's reception by Paul Cockledge Studio uses rhythmic forms in the building's vertical space to create architectural forms. With thanks to the architects and management at FRASERS PROPERTY UK and BAM CONSTRUCTIONS UK.

MEDIA PACK / <https://www.dropbox.com/sh/hxy4gq3onf7j9eh/AADg9ZKQUUvgq9rD4VqnxOxsa?dl=0>

LAUGESSEN 23AW / DEMOCRATIC UNIFIT FOR ALL film / <https://vimeo.com/794536714>

LAUGESSEN LFW DIGITAL Trailer / <https://vimeo.com/79957428>

## ARTIST BIO /

**JENS LAUGESSEN** / is an award-winning experienced fashion designer / creative director / video artist with a strong conceptual profile. Initially trained in Haute Couture craftsmanship at CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE, he holds two master's degrees in fashion management from INSTITUT FRANCAIS DE LA MODE in Paris and MA in Womenswear from UAL CENTRAL SAINT MARTINS in London. After launching the eponymous brand in London Fashion Week, he went on to win multiple awards, including the FASHION EAST, BRITISH FASHION COUNCIL NEW GEN and FASHION FORWARD award in London Fashion Week, Designer of the year in Denmark and the coveted LVMH Fashion Group Prize at the ANDAM Award in Paris as the first UK based designer. His conceptual designs were scouted by Rei Kawabuko for Doverstreet Market and selected by Anna Piaggi for the V&A retrospective exhibition. His work is also featured in the permanent collections of FIT Museum, New York, V&A London, MAD Musée des Arts Décoratifs Paris and DESIGN MUSEUM DENMARK in Copenhagen. He has collaborated with international luxury and RTW brands such as CALVIN KLEIN, J. MENDEL, LG CORP AND NET-A-PORTER YOOX as a design consultant. Known for his visionary hybrid design thinking and the love for the conceptual glitch, he is recognised as a pioneer in fashion film since collaborating with Nick Knight for the FAITH IN CHAOS film in 2004 and has since been a contributor for SHOWstudio. Since 2018 he has re-launched his eponymous brand on a conceptual image level with ongoing support from the DANISH ARTS FOUNDATION resulting in two new design trilogies and yearly fashion films showcased in fashion weeks and film festivals in London, Paris, Copenhagen, Tokyo, Seoul, New York and Los Angeles. As creative director for ARTSTHREAD, he launched, at the outbreak of the pandemic, the first ever GLOBAL DESIGN GRADUATE SHOW for all postgraduates in art and design in partnership with i-D / VICE Media and GUCCI. he has also founded KONSENS X advisory collective, bringing strategic design thinking and holistic digital solutions to clients in the luxury and design industry. Inspired by the introspection of the pandemic, he decided to relaunch his refocussed brand with a Democratic Unifit for All mantra bringing his conceptual design thinking to a new generation with a string of virtual and digital collaborations and an immersive PHYGITAL showcase in London Fashion Week.

[www.jenslaugesendesign.com](http://www.jenslaugesendesign.com) / [www.konsensx.com](http://www.konsensx.com) / [www.laugesen.xyz](http://www.laugesen.xyz)

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**VIRTUAL TOUCH** / is a leading Hong Kong-based DIGITAL FASHION LAB involving a team of fashion tech experts, digital fashion designers and visual effect artists that uses its own AUTOMATED 3D CONFIGURATOR system combined with AR/VR. Their expertise in the manufacturing & of 3D garments and interactive space design help brands & creators land UNIQUE COLLECTIONS in the metaverse. They specialised in developing immersive 3D virtual brand experiences and dematerialised FASHION NFTS for brands, creators & collectors with proof of OWNERSHIP ON THE BLOCKCHAIN collaborate with brands and creators to build unique 3D AVATARS, curated virtual showrooms, and fashion NFTs drops. Past and present clients have included WOOLMARK, REDRESS DESIGN AWARD, LENZING, FASHION ASIA 2020, and HONG KONG DESIGN CENTRE (HKDC) [www.virtualtouch.tech](http://www.virtualtouch.tech) / <https://linktr.ee/virtualtouch> / @virtualtouch official /

**VZVZ / AURAR GMBH** / is a Berlin-based startup dedicated to create new channels to experience one's passion. Combining innovative technologies like augmented reality, blockchain and geopositioning the phygital experiences created carry even more immersion, interaction and engagement. The core product is called VZVZ – a mobile application built to easily access virtual stories told in the real world. It bears the capabilities to create unseen brand engagement stories and evolve the way Web3 is leveraged. VZVZ has curated live-events, scavenger hunts and more – from AR-enhanced DooH campaigns to reactive NFTs and gesture-based smart contract calls the team strives to give access to true tech-innovations.

<https://vznz.io/> / TWITTER @ VZNZbyaurar

**STYLE PROTOCOL** / ushers in a revolutionary new era of self-expression. It brings your fashion pieces/ digital assets to life in multiple virtual worlds. Whether you want to turn your assets into a stylish pet, a fashionable wearable, a stunning statue, or anything else your heart desires, the sky's the limit with STYLE Protocol. It is open to everyone, and you can start your metaverse transformation anytime. It also provides a marketplace where you can offer your transformed assets/ fashion pieces for different metaverses. STYLE Protocol hosts vibrant metaverse events where also fashion designers are showcased, such as DRESSX and Kloner.

<https://www.protocol.style/> /G <https://www.instagram.com/style.protocol/>

**CALINE ANOUTI** is an upcoming experimental jewellery designer with exceptional attention to life's unseen beauties in today's chaotic world.