



ACNE STUDIOS REBRANDS WITH A NEW STREAMLINED COLLECTION

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Sweden : Anti-choice Architecture : Denim

Tokyo – Acne Studios has relaunched its denim line as a minimalist collection.

The company has rebranded from Acne Studios to **Acne Studios Blå Konst**, which is Swedish for 'blue art', and its permanent collection now comprises just three styles – baggy, straight and skinny.

The studio will present seasonal collections that will explore themes that inspire the brand's creative director Jonny Johansson. The brand has redesigned its denim to have a higher-quality feel with less stretch, and smaller details such as buttons and rivets.

'I wanted to create a free space for us, running parallel to our regular collections,' says Johansson. 'Our denim will be like a study, always evolving and moving forward.' Acne Studios has chosen Tokyo's Shibuya district as the location for the first denim store under its new brand identity.

The Big Picture

: Luxury brands are differentiating themselves from high street brands with minimalist collections that focus on what they do best

: In line with Anti-choice Architecture, consumers are increasingly overwhelmed by choice and looking to brands that offer limited collections