



MAXJENNY FORSLUND

Biography

Swedish designer, Maxjenny Forslund, started her luxury Copenhagen-based clothing brand, maxjenny! in 2017. She owes her fame to combining clean lines, bright colours, and handmade colourful prints, which she designs using only a digital camera, a pencil, and a computer. The brand aims for 100% recycled or other sustainably sourced materials, and selects less intensive modes of transport — they deliver by bike in Copenhagen. maxjenny!'s upcoming outerwear is made in a recycled pet bottle fibre fabric with re-down and all prints she makes are all made with GOTS approved ink through certified processes.

maxjenny!

About maxjenny!

maxjenny! is a luxury clothing label based in Stockholm, established 2017

All prints are designed and executed by Maxjenny. With digital camera, pencil and computer she develops the prints carefully. Together with high-end craftsmanship and an international sculptural silhouette, her namesake clothingline is designed for an international and contemporary demanding audience.

Each garment demands handmade production with traditional techniques to retain a timeless expression of modern couture. The atypical yet luxurious and over-the-top stylish identity makes a maxjenny! creation hard to miss. Every design is like a piece of art.

"Working with a more artistic approach to fashion is a gift in my work, Forslund enthuses. It gives me new ways to explore my own design, fuel my creativity and gives me energy.

This colourful womenwear line offers feminine and artistic collections to a growing number of women worldwide; and sets the agenda by focusing on prints.

"Working with prints allows me to be very playful. I love how colours can leave an imprint. A print gets you amazed. Colours are very fascinating and tell so many stories. For me, colours are an inexhaustible source of inspiration, and can be mixed in infinite ways, infinite! - I love that"

Since her debut at Copenhagen Fashion Week in 2017, maxjenny! is named as one of the most talked about brands to breathe new life into the emerging Scandinavian fashion scene. Today, Forslund creates everyday wear from her combined boutique and studio in the hip area of Koedbyen in Copenhagen, Denmark.

"Fashion should be playful, which is why I strive to create bold collections of clothing and accessories with an artistic approach. My designs represent life at its best, translated into patterns and prints" she says, explaining her design DNA.

— Maxjenny Forslund

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The textileprint has drawn inspiration from the Scandinavian light, the astonishing Aurora Boralis and is executed in two colourways. The lyrics seen on the dress is empowering text from my very own instagram and is there to boost the woman, Gods gift to human kind. My clothing empowers the carrier in many aspects, both as in inner strength as outer shield.

The fabric is totally white from the beginning before I print onto it. I do all prints myself with pencil computer and pen. Everything I do is white from the start, like a canvas for a painter. I print on demand which makes me have control over the full process and all different consumptions. It makes me sustainable on a exclusive level seen both in demand as in process and as in price. I'm in full charge.

