

LAUGESEN

META\SENS

FOR IMMEDIATE RELEASE

LFW / PFW PRESS RELEASE /

**W023 / LONDON FASHION WEEK PHYGITAL EVENT /
WO/MENS DEMOCRATIC UNIFIT FOR ALL /
PARIS SALES SHOWROOM SCHEDULE /**

In preparation for the relaunch of the **LAUGESEN** brand, returning the label to its original **UNISEX origins** designed by two-time IDA International Fashion Designer of the Year Award Winner Jens Laugesen; the balance between technology and artisanal craft, explored by working through **re/deconstructed wardrobe staples** - the signature tailored flap tuxedo jacket shirt and concept-led wardrobe staples became a key part of **LAUGESEN'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 **LAUGESEN** 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, **LAUGESEN** 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.

Alex Hidalgo / Head of Sales / Press /
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www.laugesen.xyz

LONDON FASHION WEEK
February 17-19 SHOWROOM / by appointment
PHYGITAL CATWALK EVENT / February 21st 12-13.00 /

March 1-8 PARIS FASHION WEEK
TOGETHER SHOWROOMS / PLAN 8 COURTYARD
131 BLD DE SEBASTOPOL 226 RUE SAINT DENIS 75002 PARIS

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VIRTUAL TOUCH

GORILLA

MAISON MARTIN MARGIELA

CreatedBy.



VZNZ

STYLE Protocol

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

February 17th 2023 @ 12.15 /

Virtual showcase event hosted with **METAVERSE FASHION COUNCIL**

www.laugesen.xyz / <https://londonfashionweek.co.uk/designers/laugesen>

February 21st 2023 / **THE ROWE** 60 Whitechapel High Street London E1 7PF

12-13.30 PM / VIP on-schedule PHYGITAL event

13.30-18 PM / Open to the public with Digital + Eventbrite invitation

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, that 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 unfit 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 that was also the setting for the **INRECON/SOLARIS** film shot in collaboration with photographer **Jean Francois Carly** and **Film Editor Maxim** Young during the pandemic. 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.

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TEAM / ARTIST CREDITS /

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Creative Director / Jens Laugesen / KONSENS X / @jens_laugesen_official / @konsensx
CD Film Editor / Director / Maxim Young / GORILLA EDITORS / @gorilla_editors
Assistant Film Editor / Caden Steed / GORILLA EDITORS / @gorilla_editors
Creative Director Assistant / Film Editor / Claudia Ramos /
Sound Design / Composition / Gustave Robic /
Head of Sales / PR / MKG / Creative Curation / Alex Hidalgo /
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Design Team / Elton Levi / Anna Malcher / Issy Seo Won Choi /
LFW Event Producer / Richard Thorn /
Digital Galleries / KC MAN VIRTUAL TOUCH / @virtualtouch_official

META\TRILOGY COLLECTIVE /

https://jenslaugesendesign.com/metasens_callout/

Andrea Doering / Berlin / @adoriabc /
Jessica James / Nigeria / @jessicajamesstudio /
Diane Wallinger / Amsterdam / @dnwllngr /
Luis Betancourt / New Mexico / @luisbetancoourt /
Oscar Keene / Melbourne / @oscar.keene.designs
Taya Reder / New York / @studio.taya /
Rahul Verma / NOFORM / Mumbai / @noform.io
Giancarlo Pazzanese / Amsterdam / @gianpazza
Joel Quadri / @joel_quadri
Leather collaboration / www.aforce.co.uk

LONDON FASHION WEEK EVENT hosted at THE ROWE /

THE ROWE is a new architecturally designed office space in Whitechapel with outside space on every floor and a large-scale public art installation by leading artist YINKA ILORI. <https://therowe.london>

With thanks to the architects and team behind at
FRASERS PROPERTY UK
BAM CONSTRUCTIONS UK

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

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

LAUGESSEN LFW DIGITAL Trailer / LINK TBC

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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.

As a design consultant, he has collaborated with international luxury and RTW brands such as CALVIN KLEIN, J. MENDEL, LG CORP AND NET-A-PORTER YOOX. 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. Most recently, he has also founded KONSENS X advisory collective, bringing strategic design thinking and holistic digital solutions to clients in the luxury and design industry.

www.jenslaugesendesign.com / www.konsensx.com / 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 / <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 @ VZVZbyaurar

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/>

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