



AMSCHELA

PRESS RELEASE

SEPT '23

# LONDON FASHION WEEK

15-19 SEPTEMBER 2023

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# AMSCHELA MAKES 5TH APPEARANCE ON THE COVETED LONDON FASHION WEEK DIGITAL DESIGNER PROFILE

( PRESS RELEASE )

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## RISE TO ODYSSEY: TRIBUTE TO TENACITY

We are excited to announce our 5th Digital Designer Appearance at the prestigious London Fashion Week embracing our upcoming SS24 AIRIUM collection.

AIRIUM embraces the FUTURE of FASHION in a simplistic but intriguing manner that delves into what 'sustainable and circular fashion' really means. #Comingsoon

For every designer a blank piece of paper turns into a sketch, a sketch turns into a prototype, a prototype a sample, a sample a finished product. The product becomes reality, touchable, visible and wearable. The season starts and ends with a dream.

"Rise To Odysseyy: A Tribute To Tenacity" takes viewers on an immersive digital journey, spotlighting the dedication and innovation behind Amschela's and many other fashion brands' preparation for London Fashion Week.

It celebrates the passion and drive that empower designers while paying homage to the hard work that brings their visions to life on the global stage. Inspirational fashion has the power to move us, to capture a moment in time, and to evoke emotions through visual storytelling.

Whether it's a stunning Amschela handbag, a candid portrait, or a unique perspective, fashion has the ability to inspire us to see the world in a new way and to appreciate the beauty that surrounds us.

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