



NU 'FUSION' Spring/Summer 2024

Press Release
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Passionately creative fashion house **NU** with modern interpretation of masculine and feminine aesthetics presents **NU 'Fusion'** as part SS24 campaign collection, celebrating individuality, where traditional norms are challenged by redefining the boundaries of fashion.

The NU collections are defined by the Black DNA with an emphasis on fabric, craftsmanship and avant-garde silhouettes transcending the fashion trends and finding beauty in imperfection. The SS24 collection embraces both masculine and feminine energies, seamlessly blending them together in a harmonious symphony of style. The collection is a visual journey through an old neighbourhood, where echoes of contrasting personalities resound at each step, telling a story of transformation, affirmed by the enigmatic allure of gothic influences while celebrating the essence of hand craftsmanship.

Details of hand stitching, dark romantic style, handprints, and sharp forms, the collection offers a captivating and empowering alternative options for modern and strong individuals who embrace their unique identity whilst making a statement that defies casual elegance. Sharp forms dominate the silhouettes, emphasizing the power and confidence of a unique attitude.

The 'FUSION' collection invites to embrace the duality and it encourages to discover harmony within the contrasts, celebrating the multifaceted nature of womanhood.

NU's timeless style philosophy and visionary taste to fashion is to find sophisticated newness, uniting elegance with comfort and longevity for many seasons whilst living consciously whilst showing deep appreciation for community and innovation.

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