

Show
AnnHagen

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A Luxury Take on AnnHagen



Last night we witnessed the debut collection of Jørgen Simonsen as AnnHagen's new designer, after the departure of Diana Opsund Bay. It is always interesting to see what happens when a brand with a distinct design profile gets a new designer. While AnnHagen has been all about bondage, dark rock, goth and deconstruction, mr. Simonsen is associated with luxury and couture.

A slightly deconstructed blue cocktail dress and the bondage belts and straps on the back of some nicely tailored men's coats and leather jackets, provided a link to AnnHagen as we know it. Moving on from this heritage, Simonsen had added padding on hips and shoulders, sculpting the collection's simple black dresses and beautiful double-breasted female office suits. Maintaining the padded effect and restructuring, Simonsen ventured into everything from glam-rock to kimonos, with large bows on the back.

Everything was beautifully cut, tailored and fitted, and although some pieces seemed a bit off, the overall impression was a new statement of beauty and elegance, cemented by a short, sexy tube dress with asymmetrical patches of fur, and a range of long evening dresses.

This might not please fans of the original, moodier AnnHagen style, but for someone dressing celebrities for the red carpet, this collection had everything. If only Danish celebrities would dare to go there.

