



NA-KD

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Danny Saucedo in unique design collaboration with NA-KD

This autumn, NA-KD is doing a unique design collaboration with Danny Saucedo and his show: "The Run(A)way Show". Danny Saucedo x NA-KD is a luxe streetwear collection inspired by Danny's music and style. The collection will be released October 29.

In the early stages of planning Danny Saucedo's new show, Danny and the production company

2Entertain wanted to find a partner that fit his brand and the live show's ID, a brand that could raise

the show's fashion game. And Gothenburg-based NA-KD was the obvious choice.

"We understood each other's vision at our very first meeting, and it just felt right. NA-KD is an innovative Swedish company - that inspires me," says Danny. NA-KD's CEO and Founder Jarno Vanhatapio is also happy about the collaboration. "We are very proud of the Danny Saucedo x NA-KD collection. It is a collaboration with roots in his new live show and expressive style. We wanted to work with someone who's not afraid to challenge the status quo - just like us," says Jarno.

"In our industry it's unusual for brands with solely female customers to create a collection with a man. But for us this is fashion and we welcome everyone - regardless of gender identity - who loves clothes, to wear them. Music and fashion have a natural connection and we think Danny personifies this. With our joint reach and separate scenes we can do this in an authentic and inclusive way", continues Jarno.

This is NA-KD's first collab with a male creator and model, but the collaboration goes way beyond designing a new collection. The show's stylist and costume designer, Dennis Bröchner, has together with Danny and NA-KD designed and dressed entire parts of the show. Both with individual garments from the new collection and with custom stage outfits that will only be used in "The Run(A)way Show". Designing a variety of pieces from heavy skirts to sneakers for modern people.

NA-KD has also set up a collaboration with Nordiska Textil Akademin, where Dennis and the students created two looks for the show.

The Danny Saucedo x NA-KD collection will be released on na-kd.com October 29. Danny's new live show "The Run(A)way Show" premieres at The Theatre in Gothenburg on October 31.

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A happy Dennis Bröchner says:

“It has been an amazing collaboration in every way possible. A new level of communication, attentiveness, cooperative spirit and professionalism” ”

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Images:

<https://www.na-kd.com/en/press-release-image-bank>

About NA-KD.com

Swedish NA-KD launched in January 2016 with a goal to deliver the latest trends at an affordable price. With a close connection to the biggest influencers in Europe, NA-KD has quickly established itself as a leading fashion player for Millennials and Gen Z. Currently, NA-KD has over 8 million monthly visitors to na-kd.com and 3 million followers in social media - making it one of the fastest growing brands in the world. Being truly global, NA-KD delivers the latest trends to more than 100 countries every month and is represented by over 600 retailers world-wide.