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NA-KD's hot new collab - a crowdsourced collection from its 2 million+ strong community

Gothenburg - NA-KD is known for its many successful Influencer collections. Now the fashion brand takes the collab concept one step further and creates a collection together with its community. NA-KD by YOU is the brand's first crowdsourced collection where fans are both designers and models for the products. The collection will be released November 17.

NA-KD is releasing a completely crowdsourced collection based on poll answers from their over 2.3 million strong Instagram community with a global reach. Using Instagram Stories the brand asked its followers which product cuts, styles, colours and names they preferred. This became NA-KD by YOU - a 100% co-created collection with key pieces in neutral tones. The collection includes some of AW19's biggest trends: puff sleeves, faux leather and tailoring. It also contains everyday favourites in the form of cosy knits and satin must-haves. The colour scheme is sober with off-whites and black. For accessories the community chose a mix of pearls, chunky chains, padded headbands and statement hair clips.

NA-KD is also making its fans the faces of the collection. Using social media, NA-KD let people compete to become models for the campaign photo shoot and a live runway show. In total, 10 young women from all over Europe (Germany, Sweden, Poland, Netherlands, Denmark, UK and Spain) were chosen to model the collection. Germany is represented by Anisha Wansema - a truly international woman, born in France with Ghanaian descent.



NA-KD

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.