

GANNI

GANNI LAUNCHES 'LET'S GO OUTSIDE' CAPSULE EXCLUSIVELY AT GANNI.COM, SELECTED INTERNATIONAL GANNI STORES AND AT SELFRIDGES IN THE U.K.

Danish fashion brand GANNI is launching its "Let's Go Outside" capsule exclusively on GANNI.com, in selected international GANNI stores and exclusively at Selfridges.com on July 12th 2021.

The capsule is inspired by the great outdoors and features a range of limited edition RTW and accessories made using certified recycled and organic materials. The styles feature jackets and vests with playful GANNI slogans, and fuse together feminine details with a technical outdoor feel.

The 30 piece capsule includes signature GANNI dresses and shapes you know and love with new prints plus fun reusable GANNI water bottles, a stainless steel lunch box, organic cotton t-shirts, stone-paper notebooks, watercolours and quilted camping blankets.

"If anything this past year has taught us, it's all about staying grounded, reconnecting with friends in nature. With these exclusive pieces, we wanted to explore the great outdoors and that feeling of being free. I was inspired by past summers, wild camping in the North of Denmark and a natural colour palette that takes inspiration from the sun, sea and forest." – Ditte Reffstrup, Creative Director, GANNI.

Alongside the collection, GANNI will be popping up at Selfridges flagship Oxford Street store from 19th July to 16th August on the Accessories floor. The brand will host a GANNI Let's Go Outside installation in a glasshouse as part of Selfridges' The Garden Centre theme and activation. GANNI are inviting their UK community to come and explore the Let's Go Outside pop-up on the Ground Floor of Selfridges and discover the collection up close.

Selfridges
400 Oxford St,
London
W1C 1JS

ABOUT GANNI

Based in Copenhagen and owned and run by husband-and-wife team Creative Director Ditte Reffstrup and Founder Nicolaj Reffstrup, GANNI has developed exponentially over recent years with its Scandi 2.0 sense of style full of personality and contrasts.

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GANNI is all about making our community who wear our clothes feel even more confident and capable of anything. For us, acting responsibly is a moral obligation. We are on a journey to minimize our social and environmental impact and strive to be a more responsible version of ourselves everyday. In 2020, we launched our GANNI Gameplan setting ourselves 44 tangible goals to be reached by 2023 across four main pillars; People, Planet, Product and Prosperity.

GANNI has offices in Copenhagen, Stockholm, London and New York and is represented in more than 600 of the world's top tier retailers as well as 25 GANNI concept stores across Europe, and the United States. GANNI.com delivers internationally to 35 countries including Australia, Canada and South Korea.

www.ganni.com