

GESTUZ SS27 *Double Exposure*

A sun-drenched meditation on femininity and the private rituals through which women build worlds of their own.

Lipstick applied in a rearview mirror. Topless tanning in oversized sunglasses. A cigarette held absentmindedly by the pool: A world of women reading, writing, dressing, posing, drifting. And capturing snapshots of their current realities in photobooths.

Set against the heat of 1970s Los Angeles, the Spring Summer 2027 show explores a female memoryscape where glamour and intimacy coexist. A celebration of the tiny moments and private rituals through which women build worlds of their own. While rooted in the vibe of the 70s, the collection is balanced by a modern precision. Fluidity meets strength, and bare skin and softness meet architectural silhouettes.

“I wanted to dwell on rituals as a feminine language. These small gestures without productivity, without purpose beyond just pleasure. Something quite hard to explain, but still so clear on an emotional level. The photobooths became the physical representation of that. The staging, archivation and joy of shooting photos of yourself in the exact time of your life you are in. Not to use the images for anything, just because. It is also the idea of women making archives of themselves. Self-documentation as authorship. Taking control of their own image.” Creative Director Sanne Sehested.

Vintage references are as always at the core of the GESTUZ design narrative, with the explicit femininity and glamour of the 1970s taking centre stage. Sensual silhouettes, shoulder pads and statement zebra print co-exist with suiting, leather and worn denim. 1970s personas became muses for the collection and show styling: The free-spirit tanning by the pool, the glamorous lady driving her sportscar with the top down, the powerful businesswoman integrating the masculine wardrobe in her personal style.

Ultimately, the show becomes a celebration of feminine world-building, and the ways women have historically staged, recorded and mythologized themselves as a way of empowerment. It becomes a celebration of memory, pleasure, and the quiet radicalism of women taking up space, all imbued with warmth and a certain Californian freedom.

GESTUZ will be showcasing the SS27 “Double Exposure” show during Copenhagen fashion week Tuesday August 4th, 5pm at Fabrikken for kunst og design.