

PAOLINA RUSSO

PAOLINA RUSSO PRESENTED “LONE STAR” SPRING/SUMMER 2027 IN NØRREBRO, A PUBLIC CONCERT-RUNWAY FOR COPENHAGEN FASHION WEEK

Paolina Russo hosted their runway show at 7pm at Nørrebrohallen next to Copenhagen's iconic red square. Open to the public, it engaged the community in the space, dressing models, friends and skateboarders and created a festival atmosphere that extended beyond the runway. A battle of the bands took place on either side of the show space with live performances from friends of the brand Grace Ives and Copenhagen locals haloplus+.

For SS27, Paolina Russo's heroine spent a seemingly endless summer vacation at her grandparents' house. There she quietly lived a double life. Soft, dream-like days were spent inside with her grandmother's sewing box, piecing together fragments of a lone star quilt. After dark she followed the light of a lone star outside her window, sneaking away to the skatepark. Long, easy afternoons transformed into late-night adventures, carrying the promise of new friends and first-crush adrenaline. She experimented joyfully with her clothes, layering sportier pieces with soft, romantic treasures she found around the house. She loved both sides of this life equally, napping in faded floral sheets before wrapping herself in them and wearing them out as camouflage.

Translating the classic Paolina Russo silhouette in new ways, the season blurred the lines between feminine textiles and hard-working, skate-ready canvas and denim. The brand's signature lenticular illusion knitwear sat at the core of the collection; patterns appeared and disappeared in a kaleidoscope of acid colours that bloomed over loose-fit tops, polos, beanies, hoodies and leggings. Denim in the same sunset kaleidoscopic colours included a new straight leg alongside the classic baggy fit and kilt-like skorts, while a radial lone star quilt print evoked a sense of fluidity and movement—the first time gliding hands-free on wheels. Loose, low-slung cargo pants, warrior T-shirts and napkin skirts felt effortless for summer in light, natural fibres; a corset was reimaged for everyday wear in floral camouflage jersey, with seventy percent of the collection realised in OEKO-TEX Standard cotton for a hypoallergenic, skin-safe and sustainable touch.

Continuing their ongoing ethos, Paolina Russo presented a uniform for belonging: pieces that adapted seamlessly to the wearer, building on identity rather than altering it. A sense of comfort and freedom underpinned the heroine's after-midnight adventures—girlhood at a point of first-time fearlessness. Beautifully light chiffon, Laura Ashley-inspired floral dresses were stamped with varsity numbers. Chains of collected keys, studded belts and scrunchies made from tangled strings of beads added loose,

undone embellishment. The jewelry was created in collaboration with Tétier Bijoux, forming floral motifs crafted from repurposed skateboard wheels and upcycled plastics. The final touch to the heroine's double life was a pair of customised ECCO JOKE with rhinestoned shoelaces. The JOKE is one of ECCO's signature silhouettes, rooted in the brand's archival heritage and combining timeless style with the comfort and craftsmanship ECCO is known for. This completed her wardrobe—boyish and modern, with floral, handmade prints and touches. She was the shining lone star in her very own suburban fairytale.

Those stars were brought to life as two giant radial stages for the bands' performances, designed by Leo Maribo using deadstock fabrics. The show culminated in an extended concert after the runway. Essentially, they threw the party the Paolina Russo heroine had been sneaking out her window to attend—open to her and anyone who'd snuck out to join.

Paolina Russo was founded in 2021 in London, embodying the themes of friendship and belonging. Founded by Canadian designer Paolina Russo and French designer Lucile Guilmard, the brand transforms suburban nostalgia into a unique fusion of the past and future. Traditional crafts such as knitting, tie dye, macramé and wood carving, are reimagined with modern technology into a contemporary wardrobe.

Known for collaboration, sustainability, and innovation, the brand has worked with Converse, Roblox, and Dover Street Market and has earned a spot on the Forbes 30 Under 30 list, were the recipients of recipients of the Paul Smith Foundation's Residency at Smithfield Studio, and was a finalist in the LVMH Prize and won the Zalando Visionary Award in 2023.

Paolina Russo creates garments that serve as a uniform for those with shared memories—a symbol of connection, community, and the bonds formed through growing up. These pieces become a meaningful way to pass down memories and to foster a sense of belonging, making everyone feel like part of the team.
www.paolinarusso.com

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Creative Direction Paolina Russo & Lucile Guilnard
Music haloplus+ performing Musicality & Mouse Tag. Grace Ives performing Dance
With Me & Stupid Bitches
Stylist Samia Giobellina
Casting Emma Matell
Makeup Vilde Feste
Hair Marianne Jensen
Set Leo Maribo
Movement Breckyn Drescher
Production Director Alexandre Papatheodorou
Production Managers Maca Abente & Carlo Molino
Press Lead Lola Clabots
Press & Guest Management Spalt Pr
Words Bertie Brandes
Invite Sookyung Kim
Jewellery Tétier Bijoux
Relics Earrings Yuma Burgess
Shoes Ecco

Team Paolina Russo JK Kim, Domin Chong, Hyeyeon Jang, Gavin Gega & Florence Grellier.

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