

SS27 PRESS RELEASE

Embargo until 4th of August 2026
inquiries@ssonstudios.com

SSON SS27 The Resort Presentation | 4 August 2026 | 17:30–18:30 Autopoul, Copenhagen Nørrebro

Visitors to the SSON SS27 The Resort presentation were greeted by models at leisure on a beach; the venue filled with white sand, the mood: one of pure vacation ease at first glance. Look closer, and traces of an oncoming disaster surface in the sand: a paradise with something wrong just beneath it.

For SS27, SSON continues its ongoing exploration of how shifting values shape the way we dress. Over the past two years, each collection has approached this question from a different angle, but always with one underlying concern: how we reconcile beauty, desire and consumption in an era defined by crisis.

The Resort is suspended between glamour and discomfort — a world that keeps indulging as though nothing has changed, even as the ground shifts underneath us.

Working within one of the world's most polluting industries, SSON doesn't try to escape that contradiction but instead examines it. This season looks to the culture of twentieth-century leisure and travel: vintage holiday advertisements, resort campaigns, the optimism of aspirational escape. Once symbols of luxury, these images now carry an uneasy charge, revisited by a generation raised on environmental anxiety and increasingly aware of what it owes to those who come next.

Silhouettes are sculptural, exaggerated and playful. Building on last season's bag skirt, SSON pushes further: complete looks constructed entirely from bags inspired by the ads of traveling women in the 40s. Drawing on garments from the 20th century that seem out of style – the bolero, the cape, bloomers and girly dresses. There's something familiar, yet they look constricted and uncomfortable. Garments completely stuck and stale. The state of unease we're in. The characters have come straight from the sea, clothes still wet, stuck to their bodies.

Upcycling remains the foundation of every piece. Every look is built from second-hand garments and materials: jackets become skirts, towels shorts, bags become capes. Nothing is simply repurposed — each piece is deconstructed and rebuilt, keeping its history visible while taking on an entirely new form.

The palette holds classic luxury neutrals such as brown, beige, khaki and navy, against unexpected turquoise and yellow, echoing the optimism and humour of vintage holiday culture inside a collection with a distinctly dystopian undertone.

The SS27 presentation combined entertainment with reflection, feeling playful, intense and deliberately strange. Beyond the spectacle, SSON's belief is a simple one: what we choose to create, preserve and transform still has the power to shape what comes next.

SSON wants to extend a special thanks to PUMA for partnering with us on this presentation, showcasing their coming Speedcat Jelly and Speedcat Fleur Mesh shoes for SS27.

Thank you also to our collaborators Sellpy and Organic Basics for your support.