



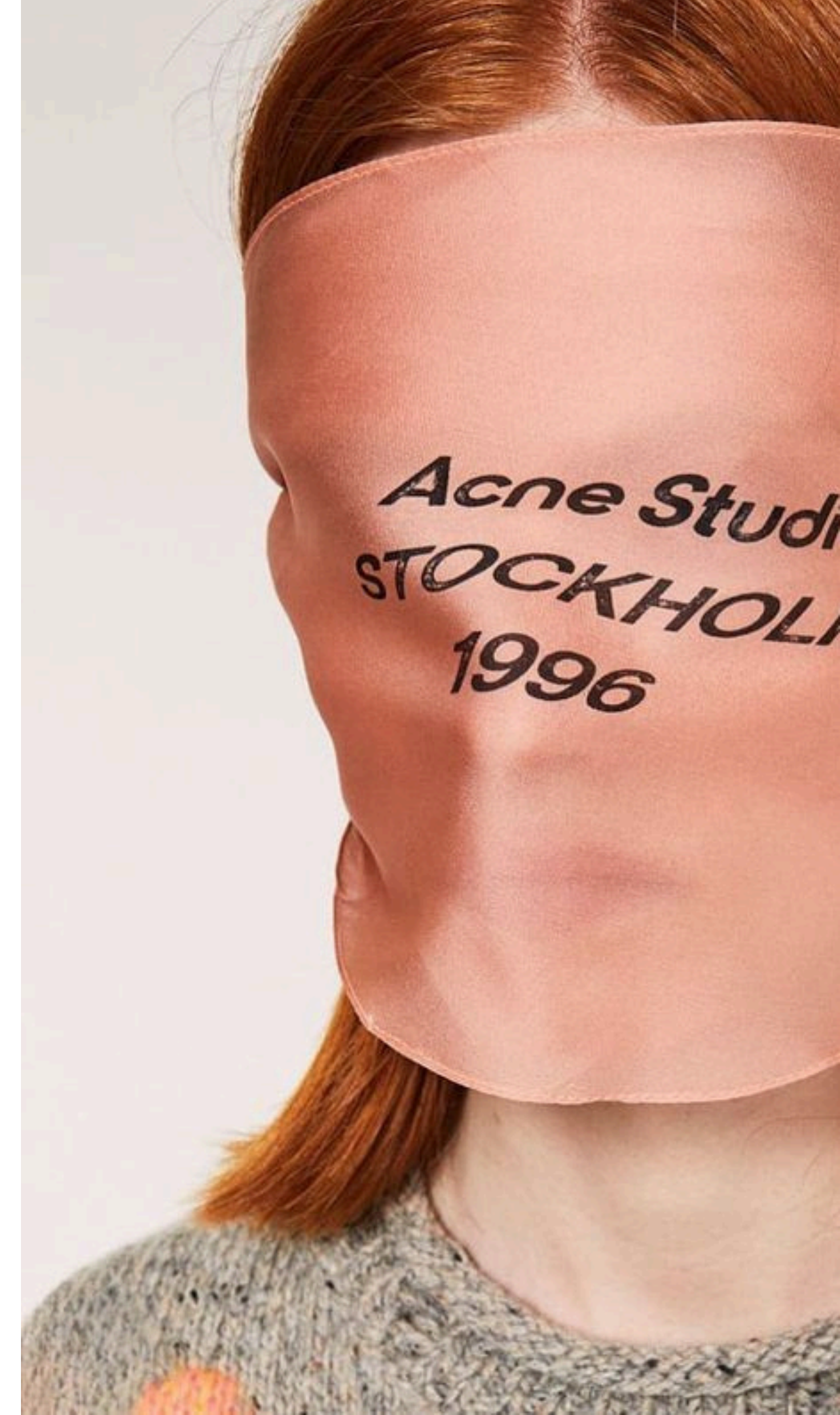
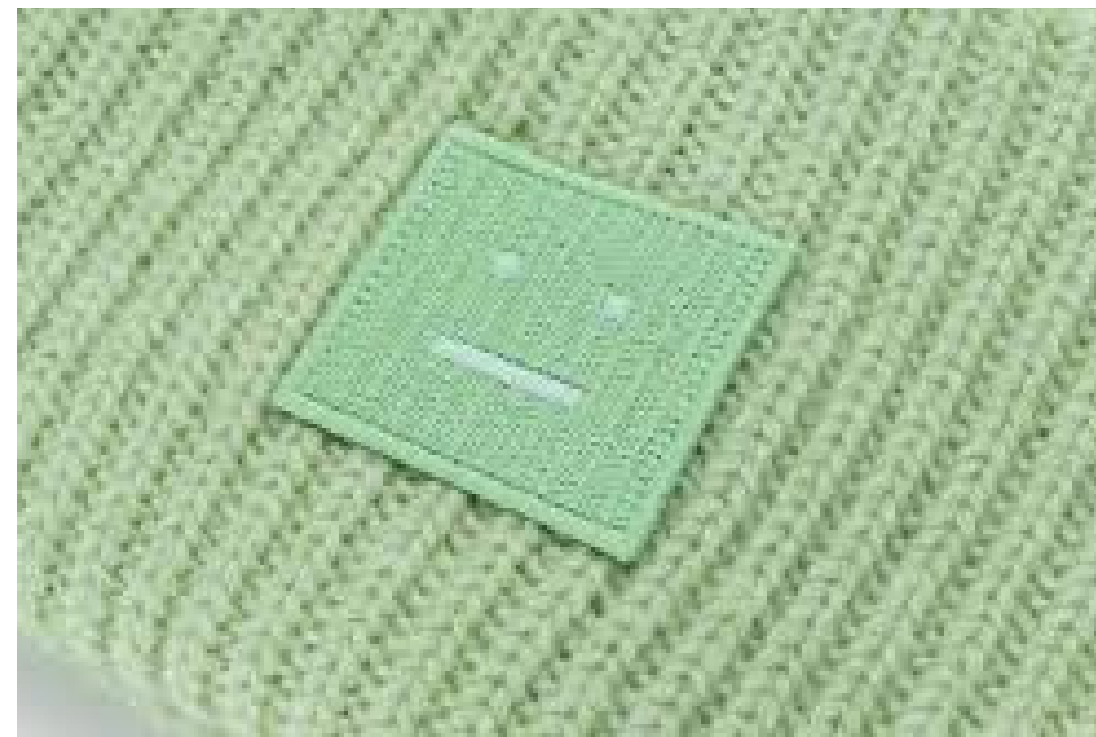
Acne Studios

STYRA GOLDBLATT FALL/WINTER 2026/2027

About Acne Studios

The **Stockholm-based brand** was founded in 1996 by Jonny Johansson. The company, ACNE, **began as a creative collective** and advertising agency; ACNE initially stood for “Associated Computer Nerd Enterprises,” but when the brand was changed to Acne Studios, the acronym was modified to **“Ambition to Create Novel Expressions.”**

Acne Studios is recognized for its **experimental, minimalist** aesthetic, **shaped by art,** counterculture influences, and an androgynous approach to fashion. The contemporary luxury brand is also renowned for its tailoring, knitwear, and **denim.** Johansson describes Acne Studios as **“maximalist minimalism.”** Above all, Acne Studios is innovative and playful, conveying a sense of **effortless style.**



Customer Profile

Target consumer: Urban, fashion-conscious individuals in their late 20s–30s; all genders, with an appreciation for **minimalist, art-driven, and androgynous design**.

Remi Lund

Age: 31

Gender: Female

Location: Copenhagen

Income: Upper-middle income (about \$100,000 USD)

Occupation: Architect

Hobbies: Photography, biking, attending galleries, enjoying electronic music, reading magazines

Values: Sustainability, art and culture, creative expression, mixes masculine and feminine elements in her dress

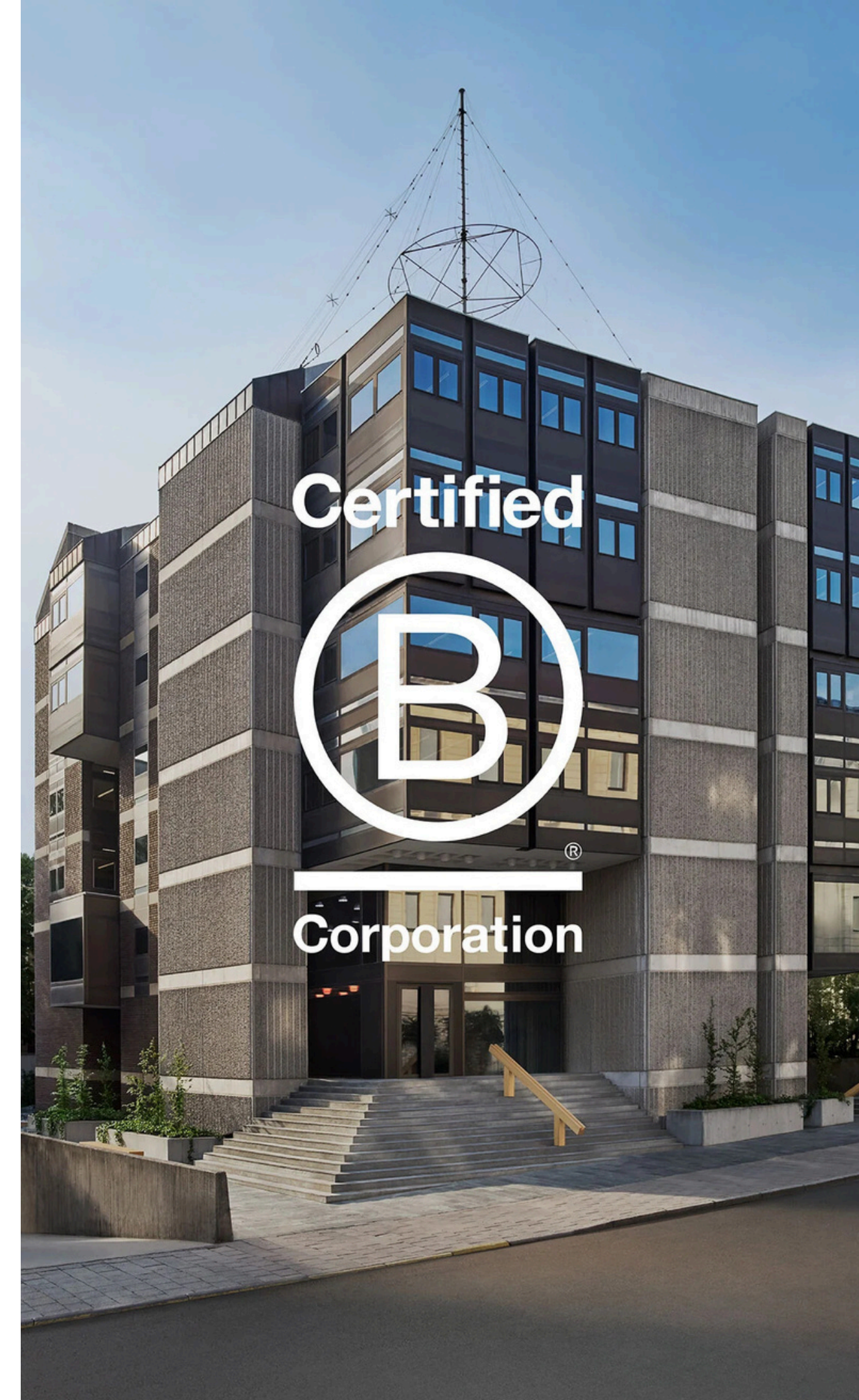


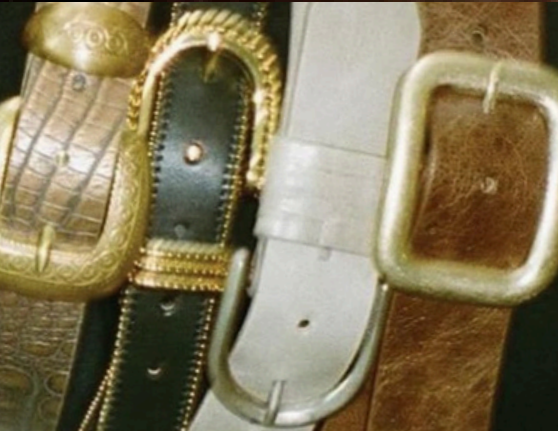
Sustainability

The Acne Studios consumer is educated, **ethically aware**, and usually living in an urban setting. Sustainability initiatives align with Acne Studios' market demographic and their lifestyle of **intentional living and thoughtful consumption**.

Acne Studios is a certified **B Corporation**. The brand designs with **longevity**, durability, and recyclability in mind. Acne Studios also uses circular packaging and eliminates plastic from its retail packaging. They intend to be **zero-waste** and have full traceability by the fiscal year 2026/2027.

Acne Studios mindfully and carefully sources its materials, including **responsibly sourced wool**, recycled materials, and organic denim. Acne Studios values **enduring design**, expert craftsmanship, and ethical integrity, placing **authenticity** above fleeting trends.





Trend Research

1. Statement
Outerwear

2. Lived-In Attire

3. Glamoratti



Khatie



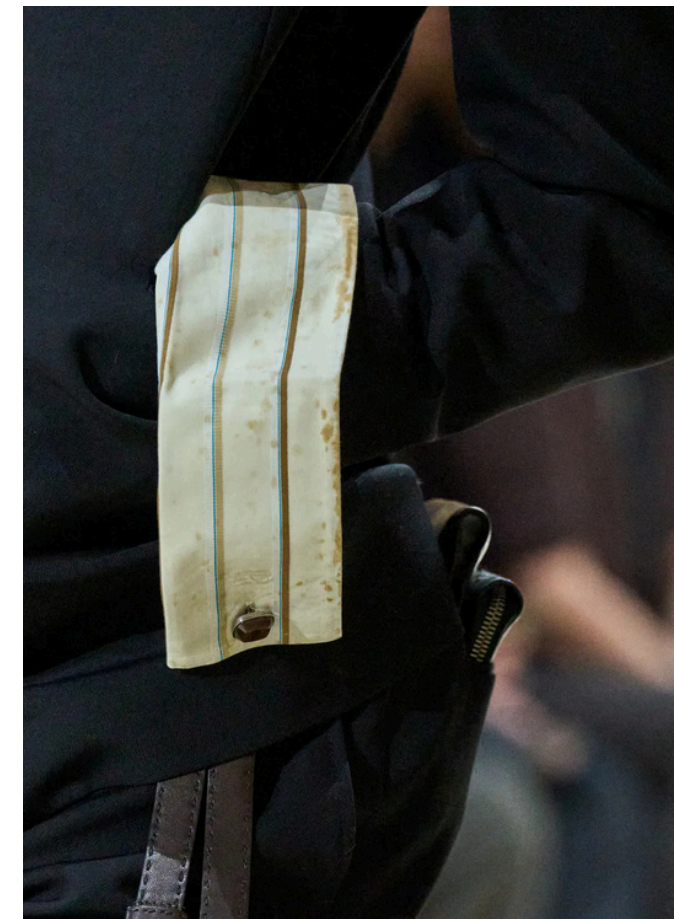
Maison Margiela



Saint Laurent



Lanvin

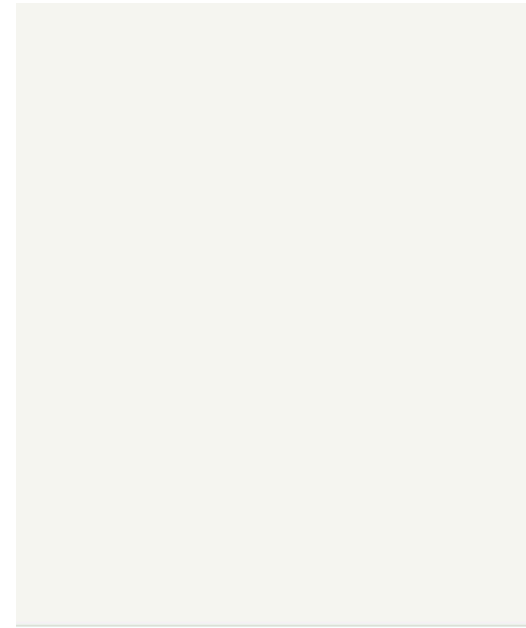
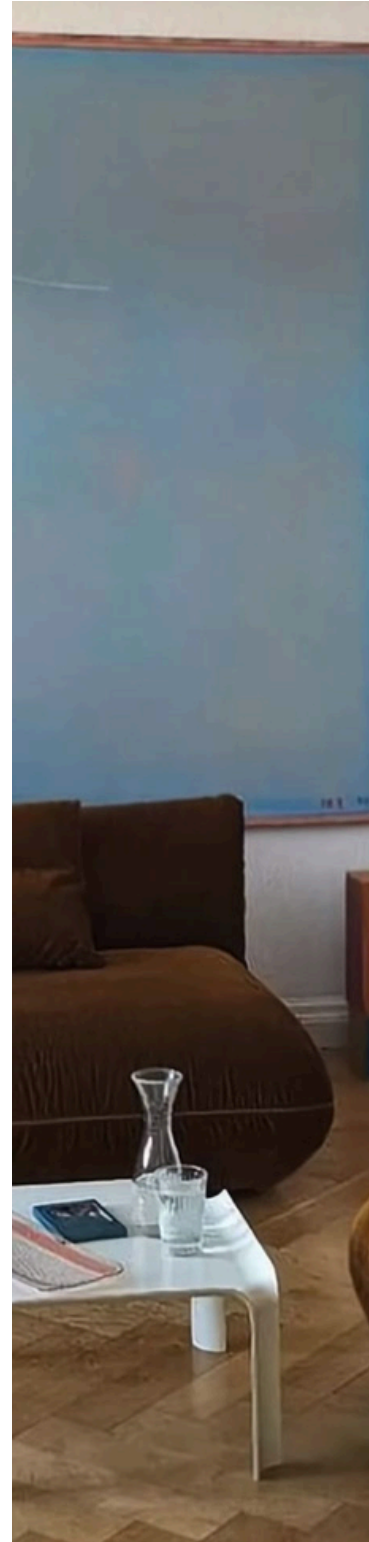


Prada

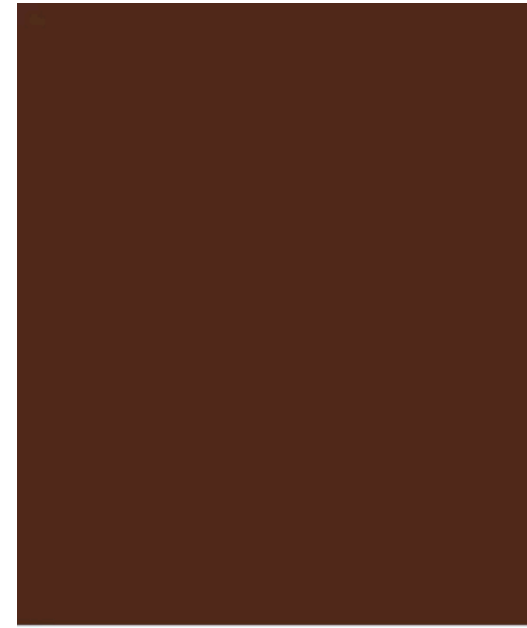


Stella McCartney

Color Story



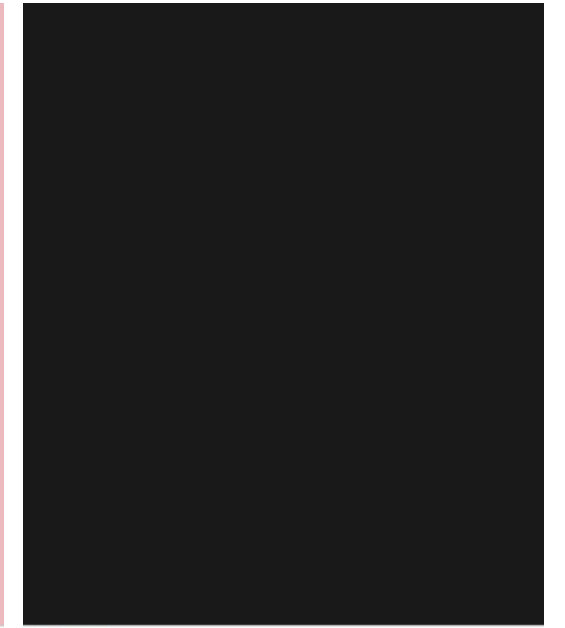
PANTONE®
11-4101 TCX
White



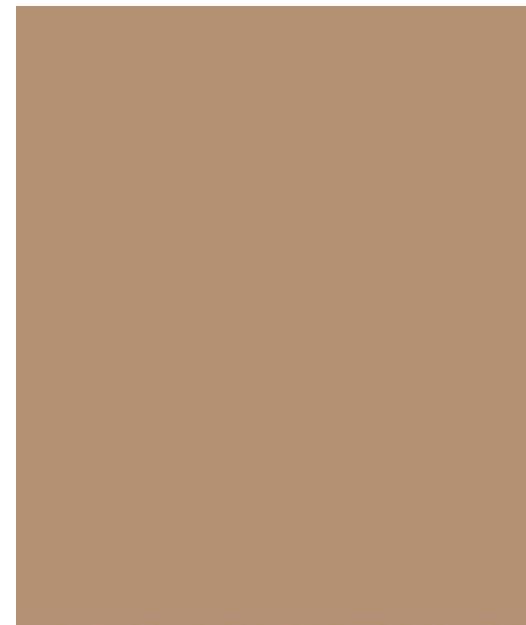
PANTONE®
4625 C
Brown



PANTONE®
13-2009 TCX
Pink



PANTONE®
20-0196 TPM
Black



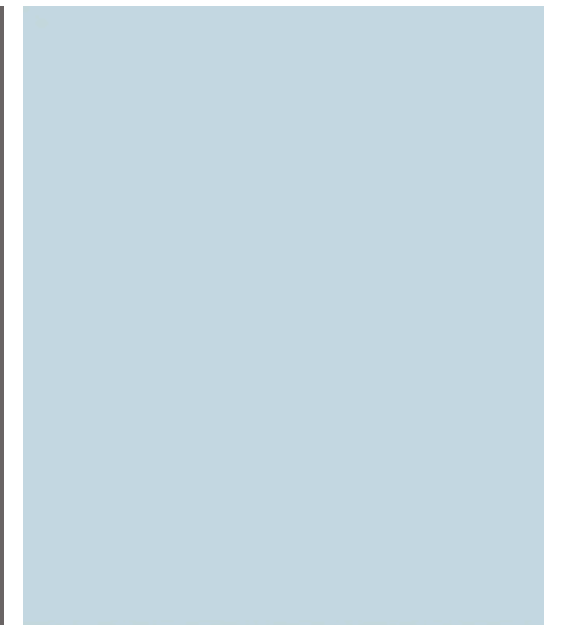
PANTONE®
16-1334 TCX
Tan



PANTONE®
293 C
Cobalt Blue



PANTONE®
18-0601 TCX
Charcoal Gray



PANTONE®
20-0139 TPM
Powder Blue

Fabrics



Woven Twill Suiting
55% Polyester, 45% Wool



Cotton Denim Twill
100% Cotton



Alpaca Wool Coating
Double Face Brushed
90% Wool 10% Alpaca



Blend Twill Stretch Denim
70% Lyocell 28% Cotton 2%
Spandex



Cotton Broadcloth
100% Cotton



Large Metallic Antique Gold Foil
Lamb Leather
100% Lamb Leather



Lamb Shearling
100% Lamb Skin



Horn Button
100% Horn



Shank Button
Zinc/Aluminum and Leather



Brass Button



Heavyweight Metal Zipper



Various Metal Buckles



Vegetable Tanned Cowhide Strip
100% Cow Leather

Trims



ripped collar - messy but warm, high collar

collar sign

leather couch worn/puff

scarf dress tie shirt

purse applique

big shoulder hood

denim/fur coat

straps w/ kneepad

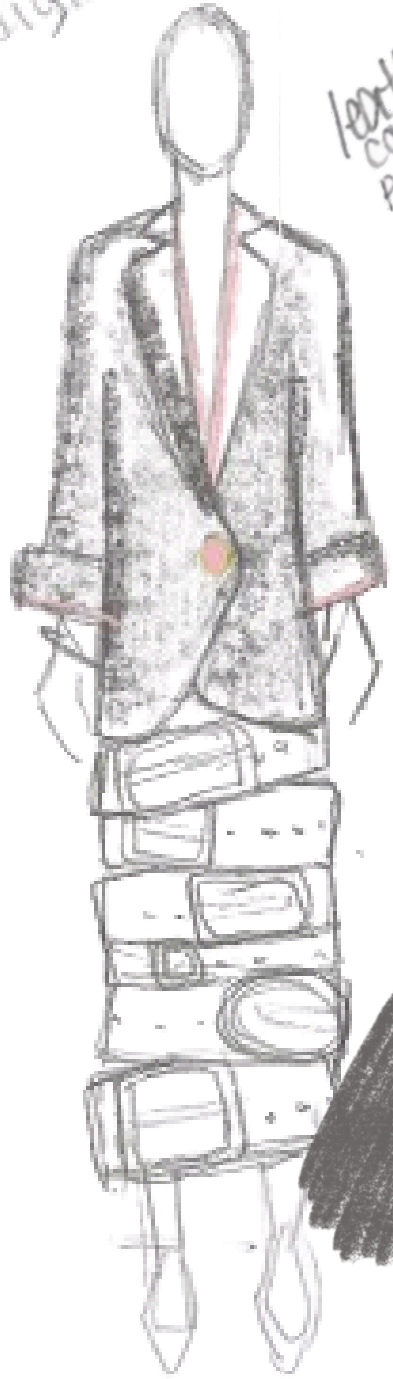
distressed jeans

screen print?

super loose, flopped

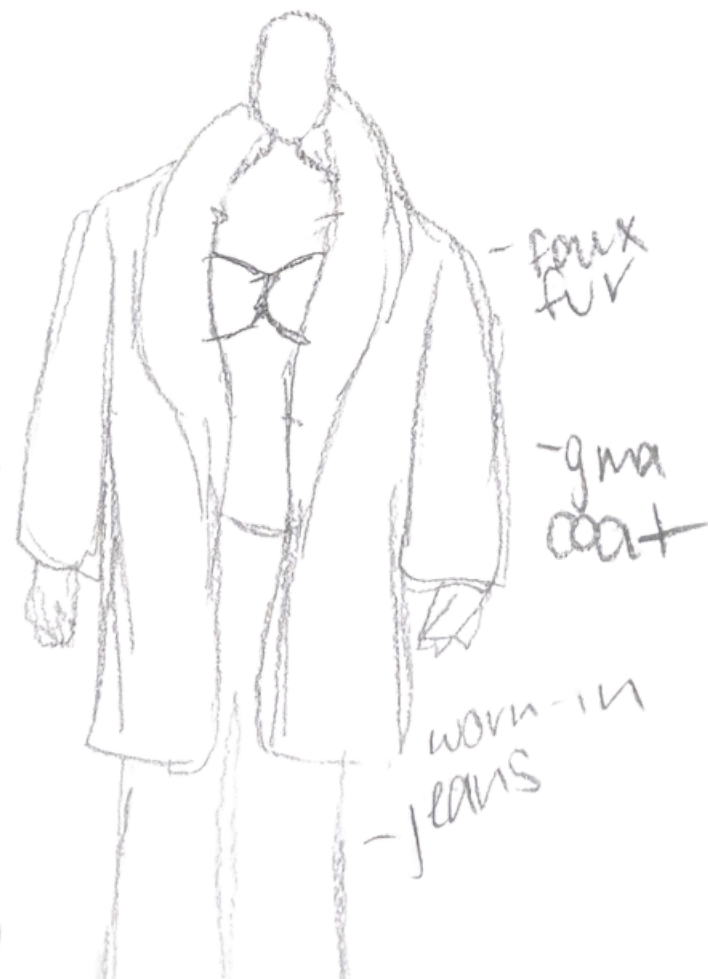
draped skirt

trousers w/ huge waistband skirt?





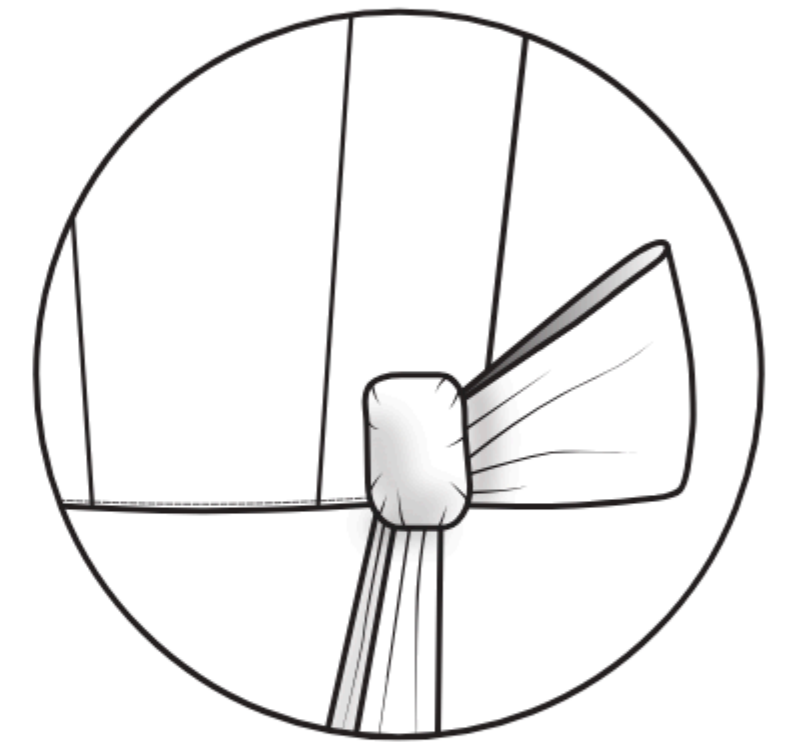
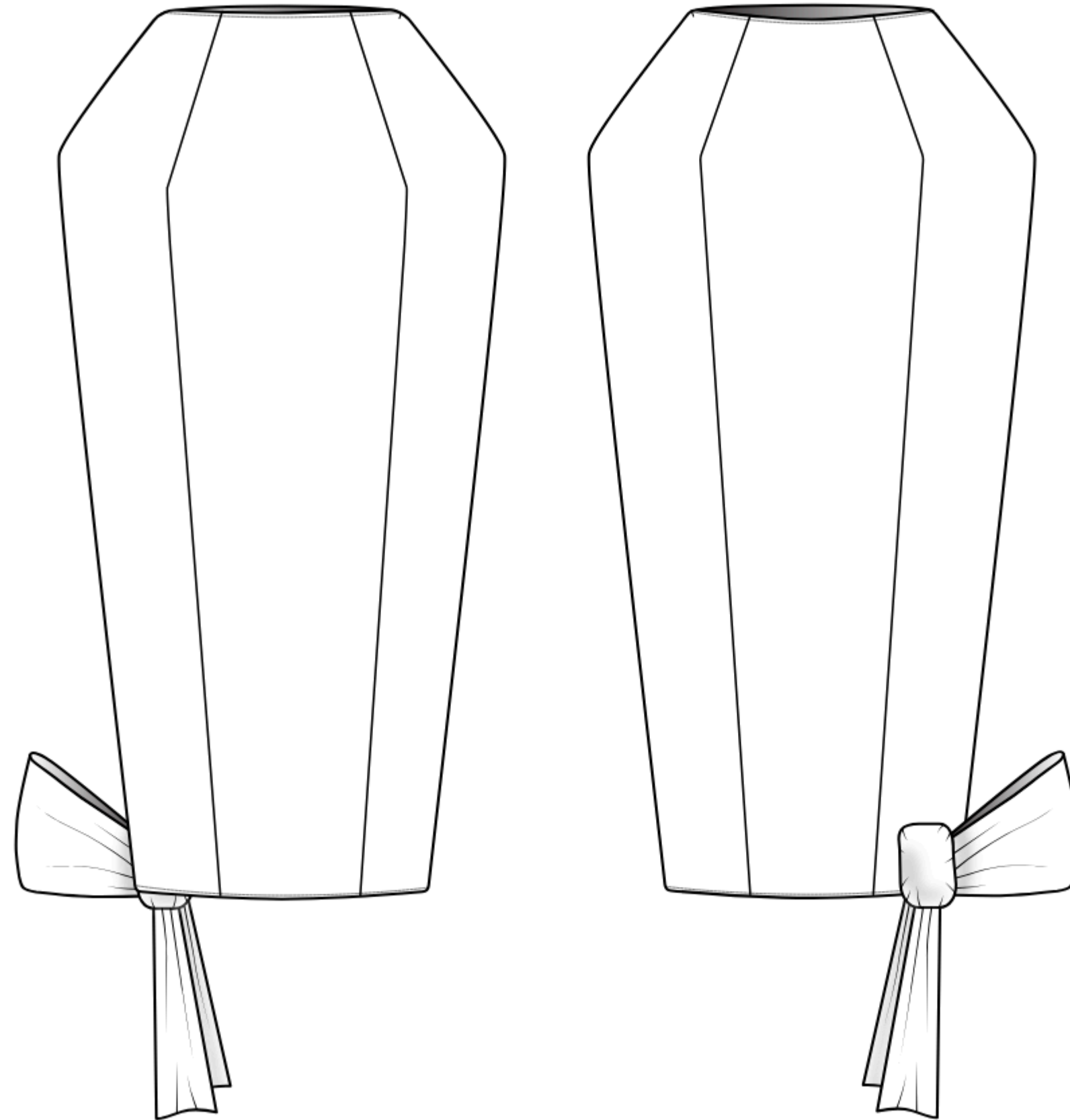
screen
print
full
pockets
on jeans





Woven Twill Suiting, Bow is Broadcloth

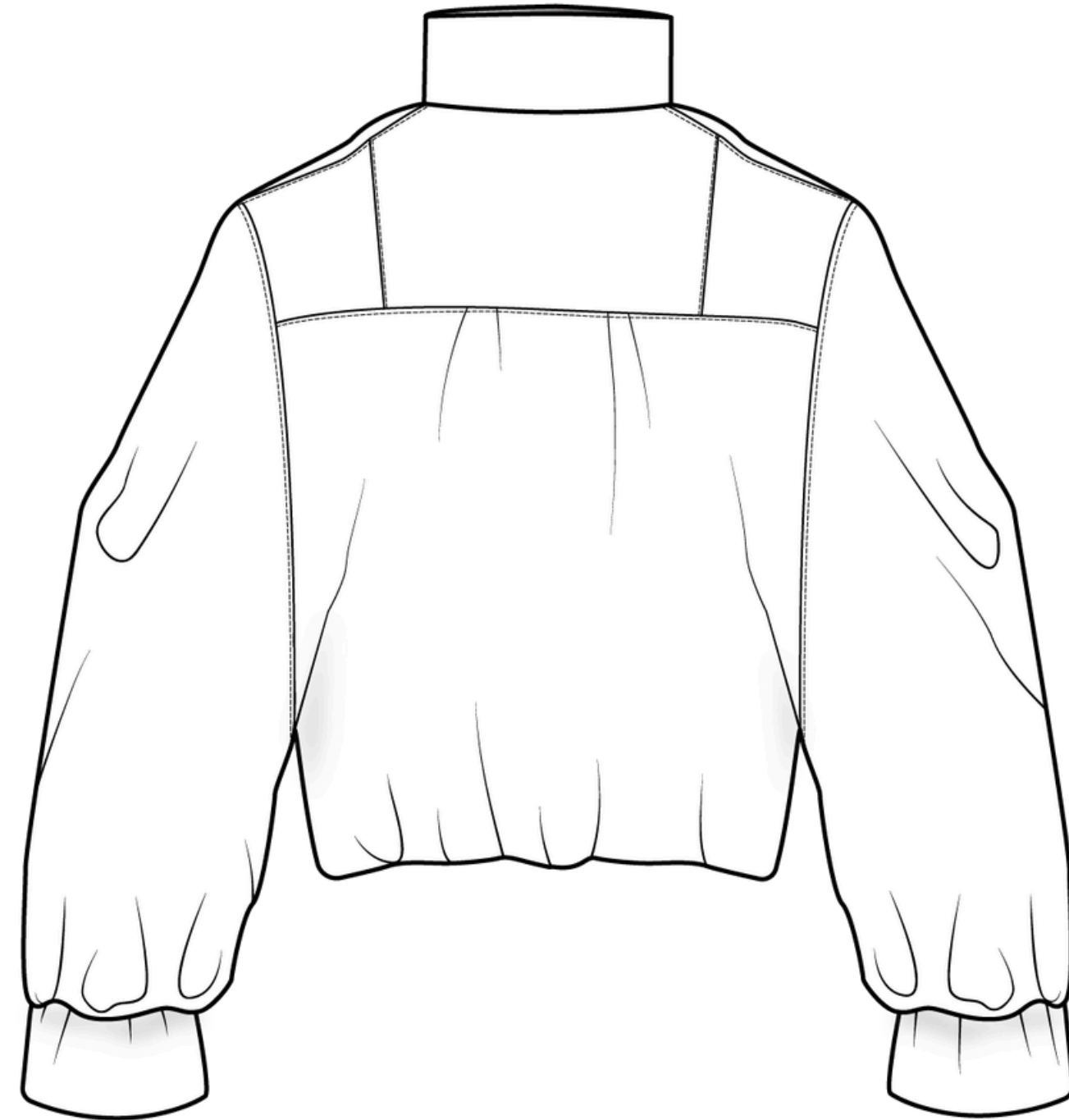
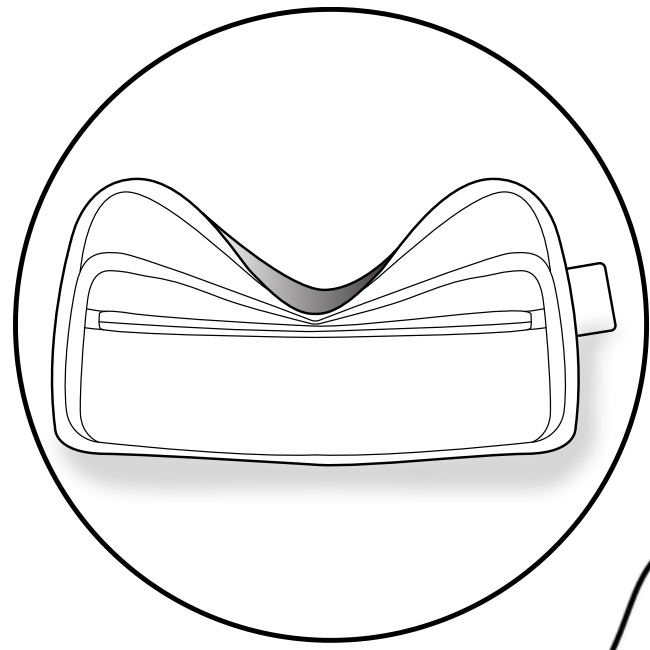
- Invisible side zipper
- Inside boning
- Maximum circumference is reached at the high-hip and is uniform 360° around the body
- Tapered hemline



- Asymmetrical sewn on oversized bow

Lamb Leather

- Acne “Camero Bag”
Pocket applique

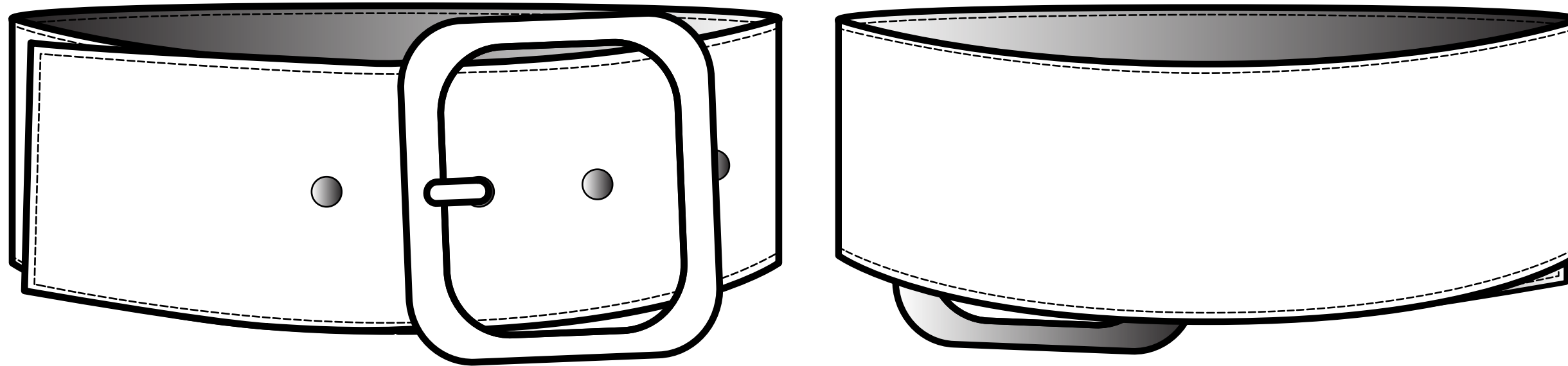


- Oversized
- Drop
shoulder
- Back Yoke
- Gathering
at cuff
- Lined

- Asymmetrical hidden zip front
- Funnel Neck

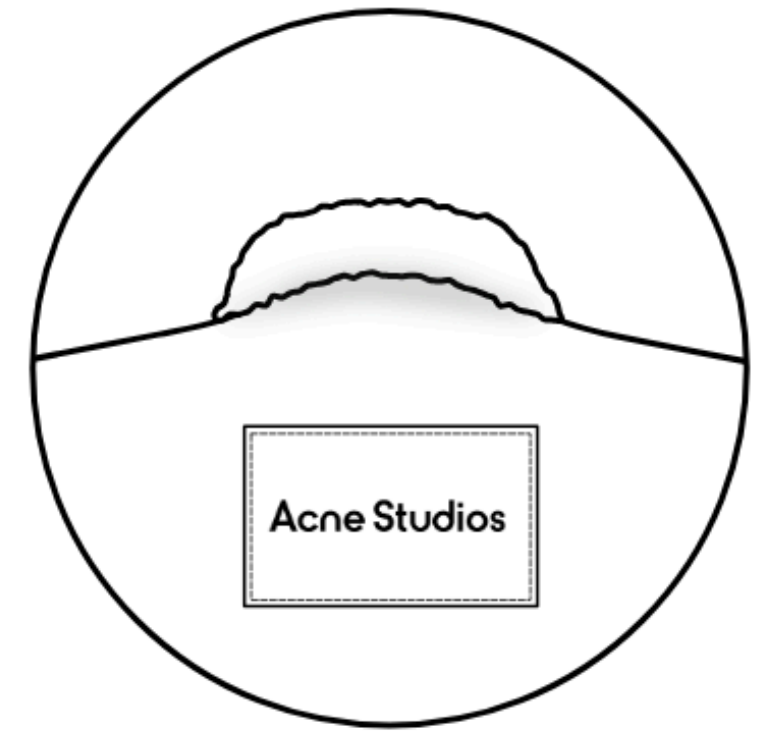
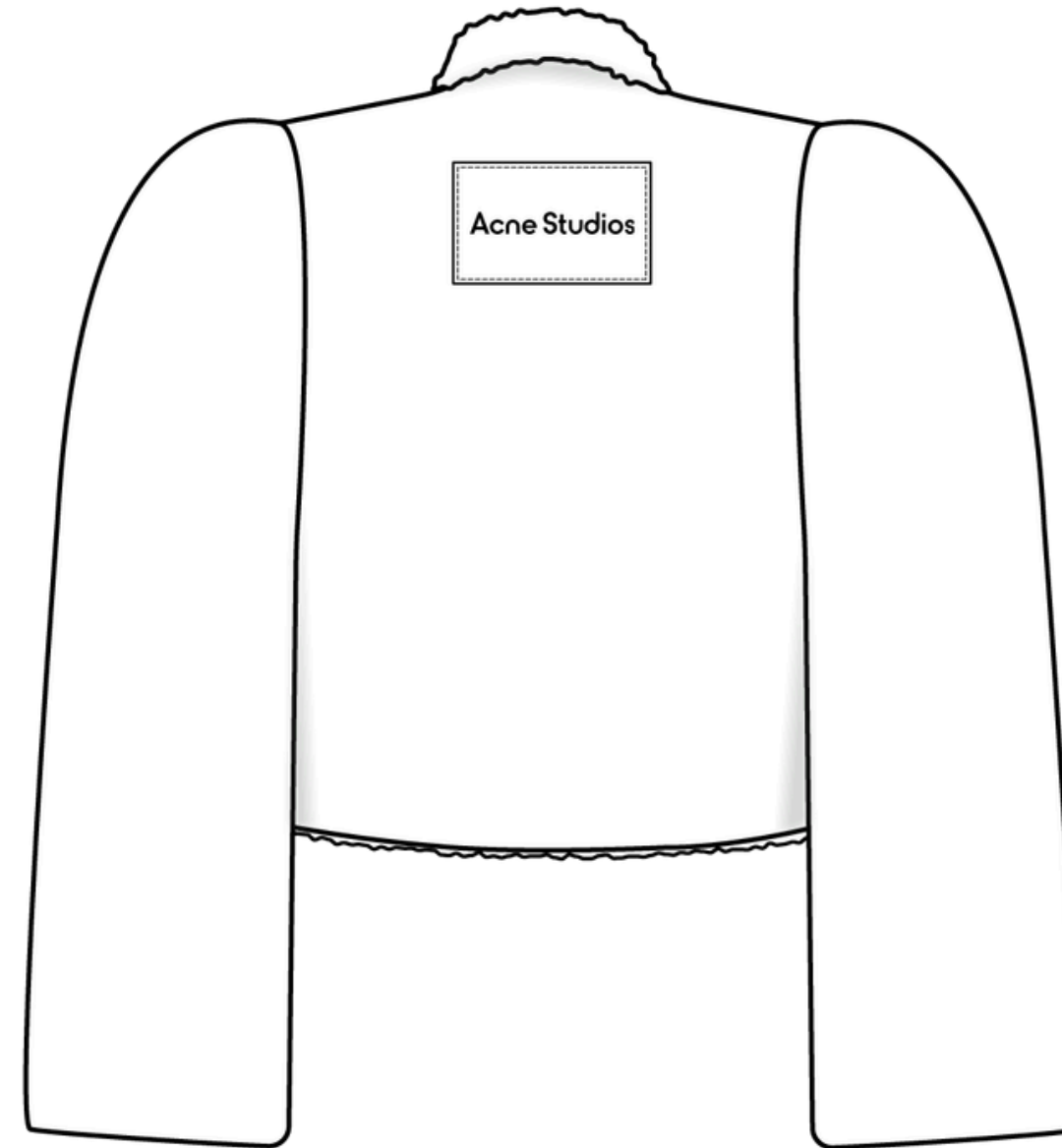
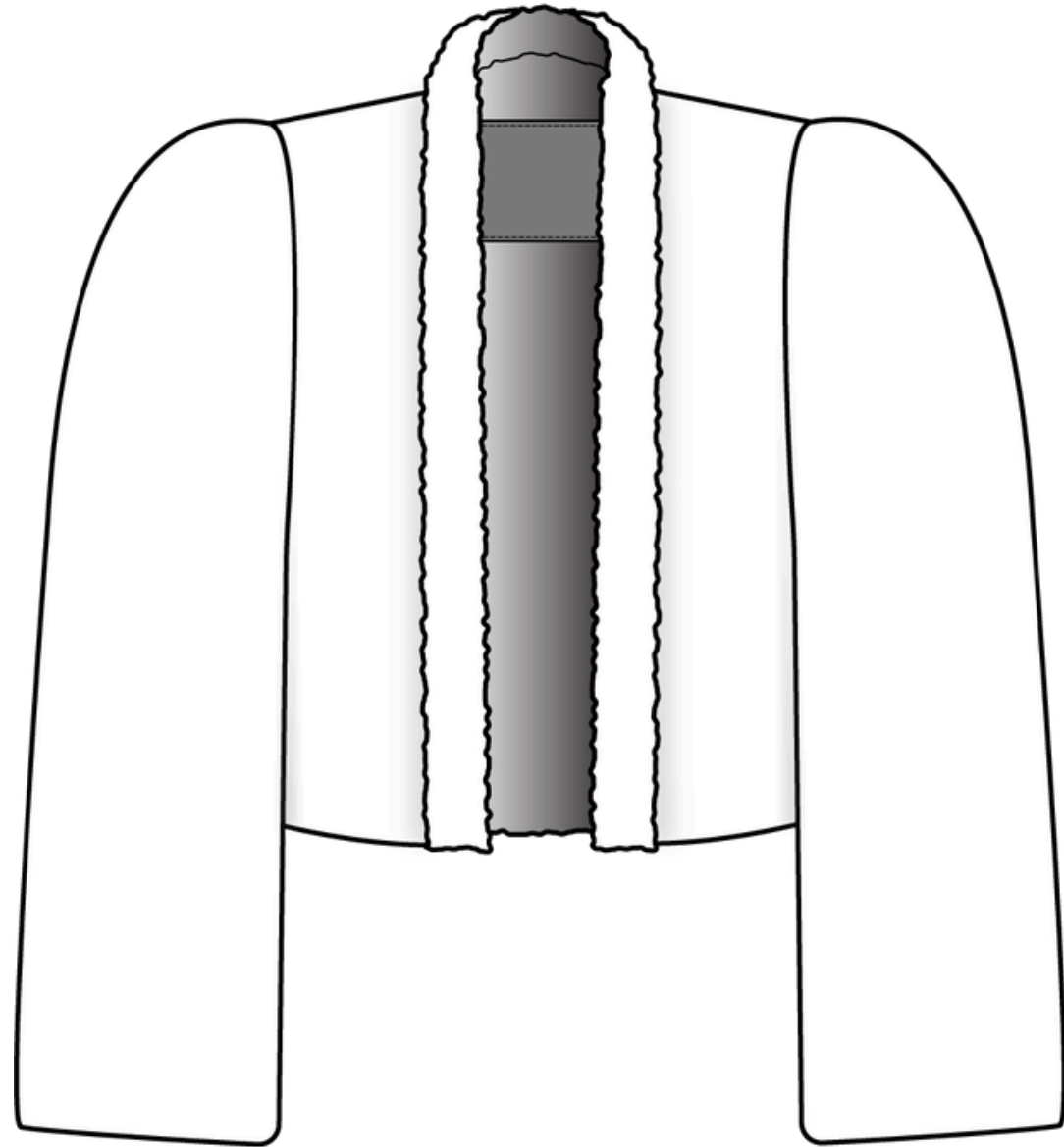
Cow Leather

- Bandeau belt top



- Functional buckle

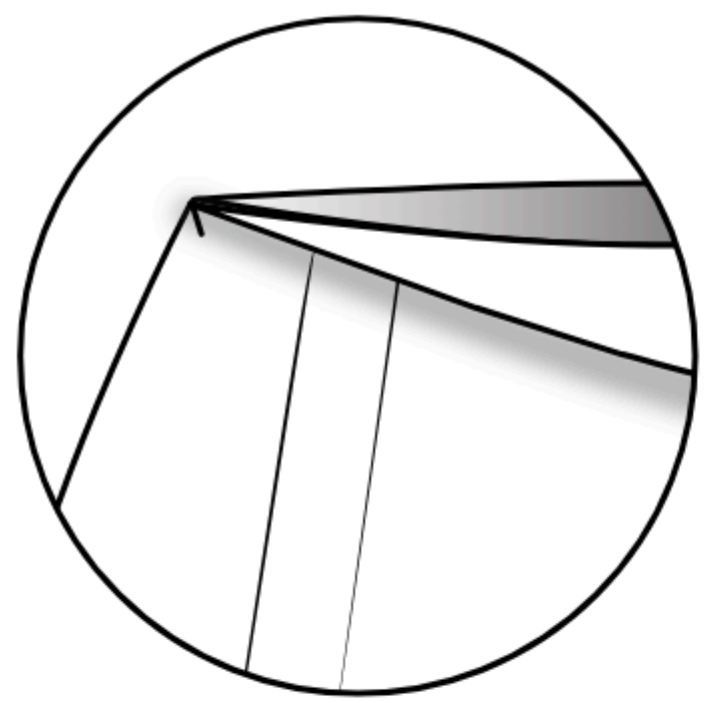
- Boxy bolero with puffed sleeves
- No closure



- Continuous shearling trim along neckline/back hem
- Exterior Logo Patch
- Clean finished and fully lined

Blend Twill Stretch Denim & Lamb Shearling

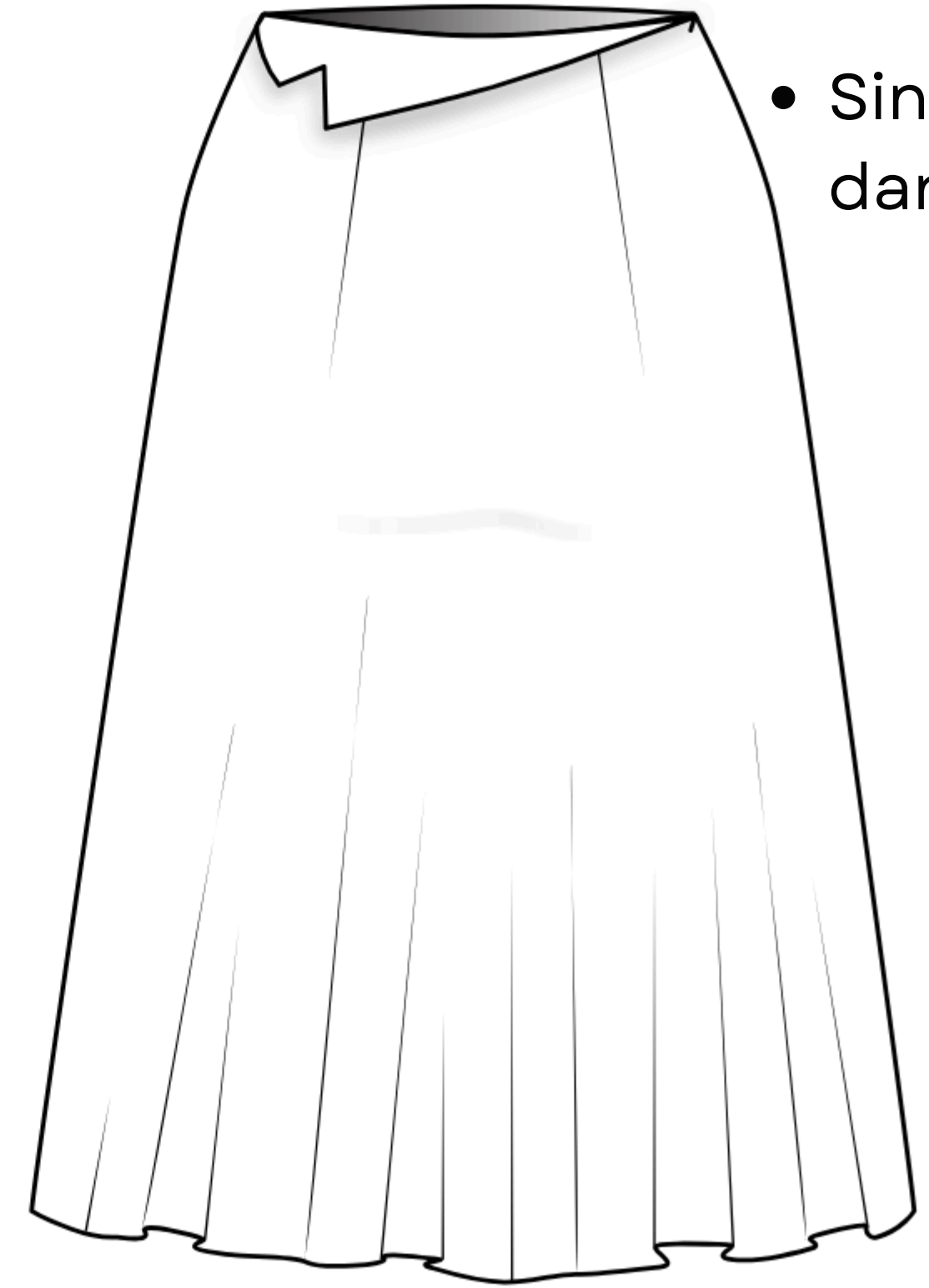
Woven Twill Suiting



- Double darts along front waistline
- Clean finished and fully lined

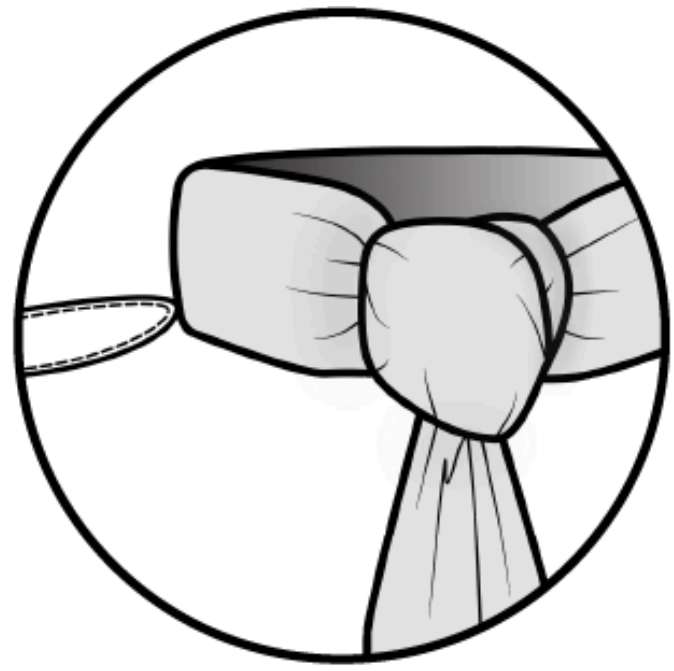


- Flowing folds at hem

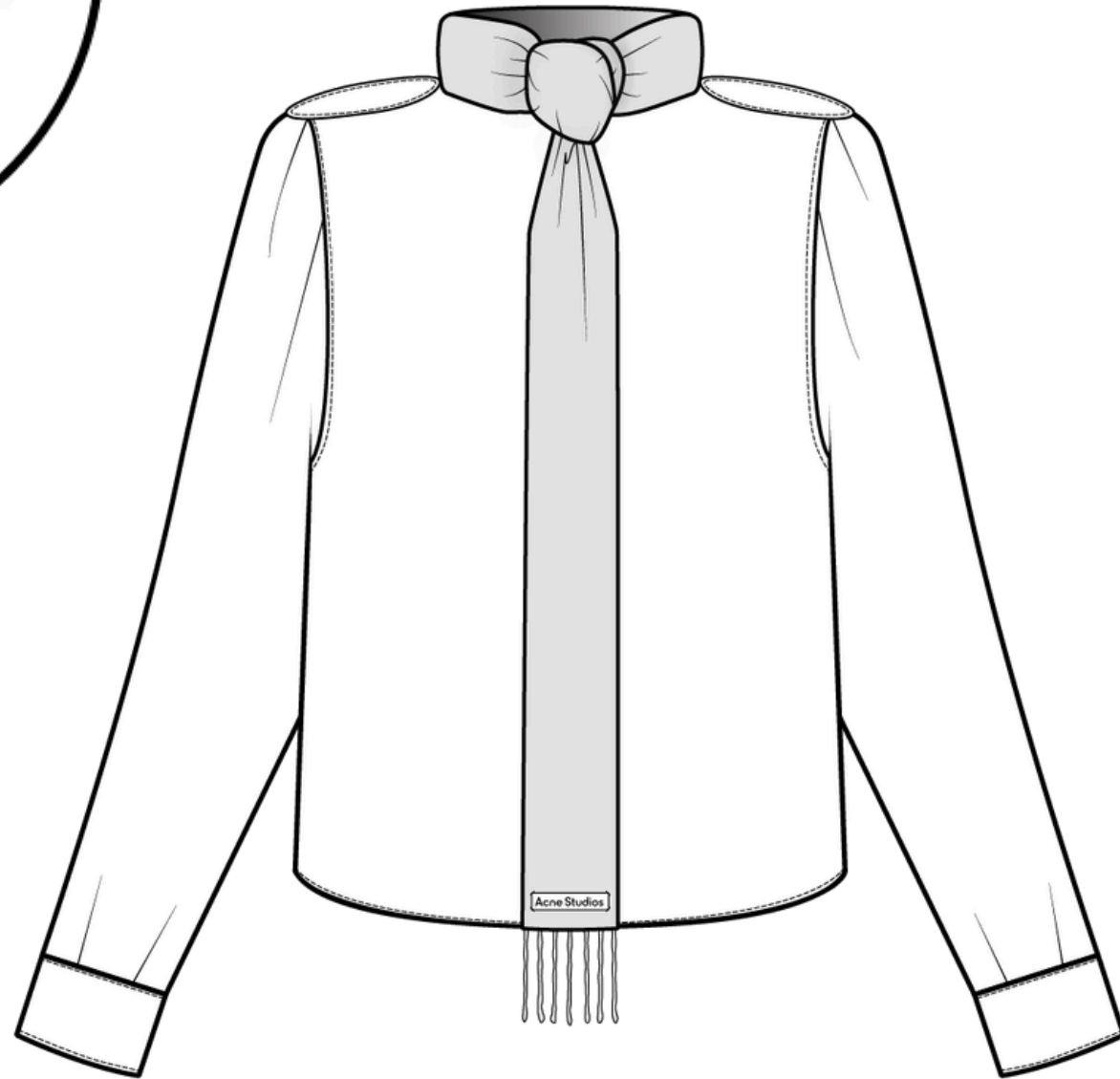


- Single back darts
- Mid-length A-line skirt
- Flared hem
- Decorative fold-over collar around entire waistline

Broadcloth and Brushed Alpaca Wool

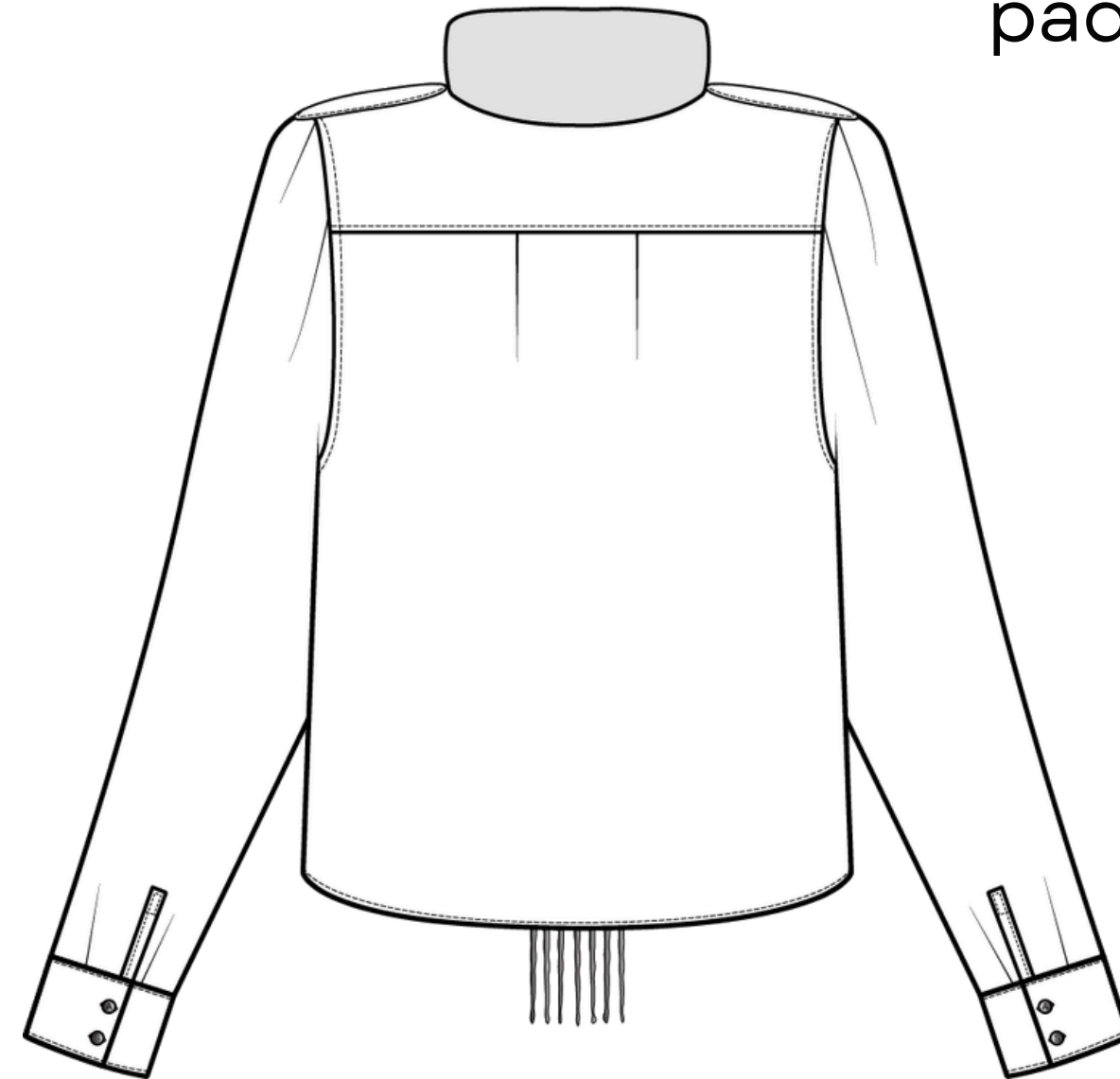


- Hidden placket



- Tie is attached at back neck and then extends beyond the garment to be tied as a traditional necktie or draped

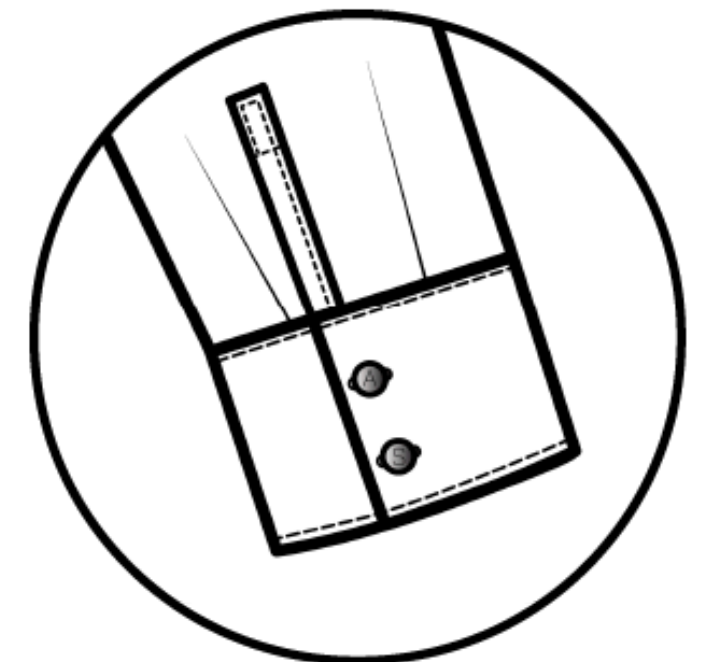
- Fringed scarf hem



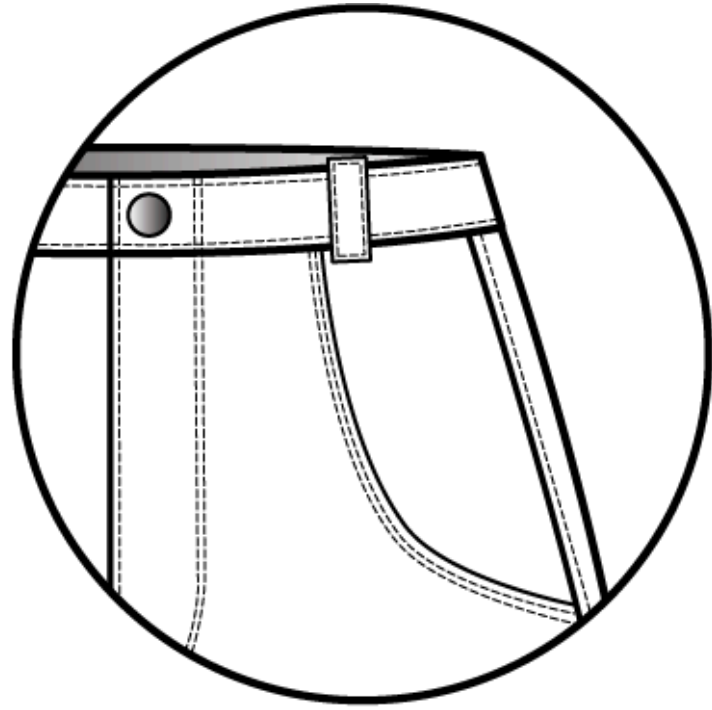
- Shoulder pads

- Scarf can be secured to the shirt with hidden snaps near the hem

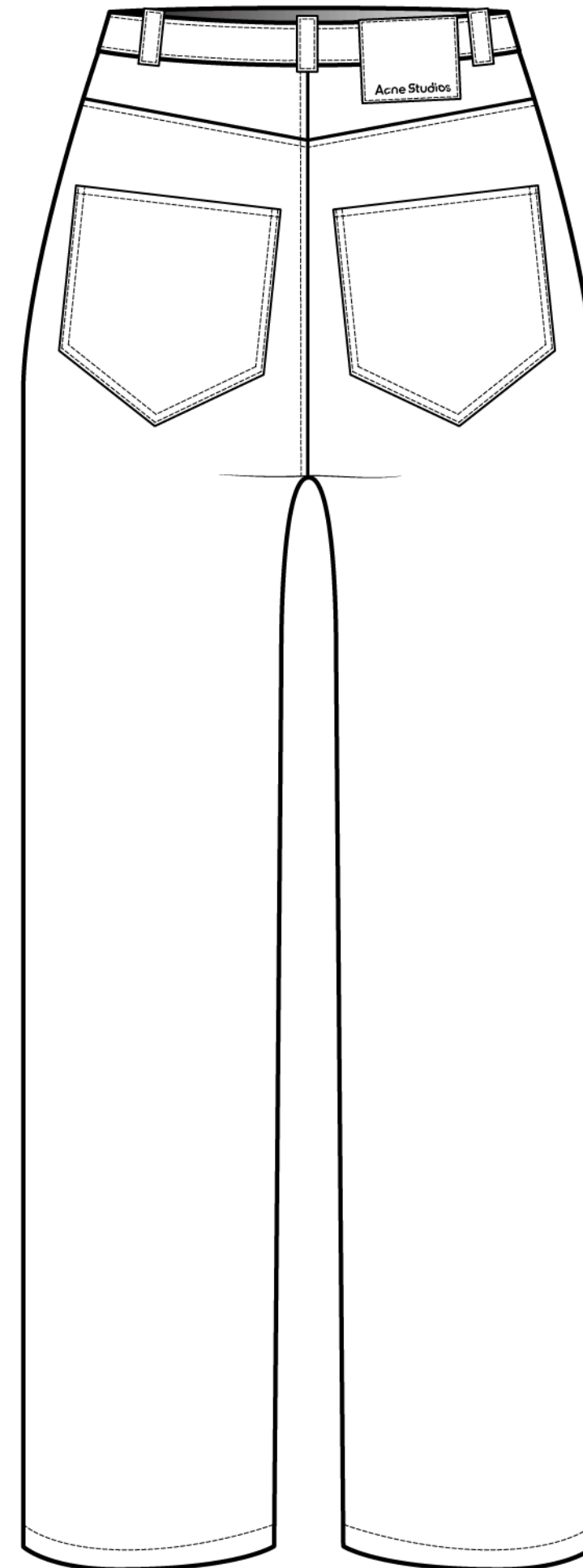
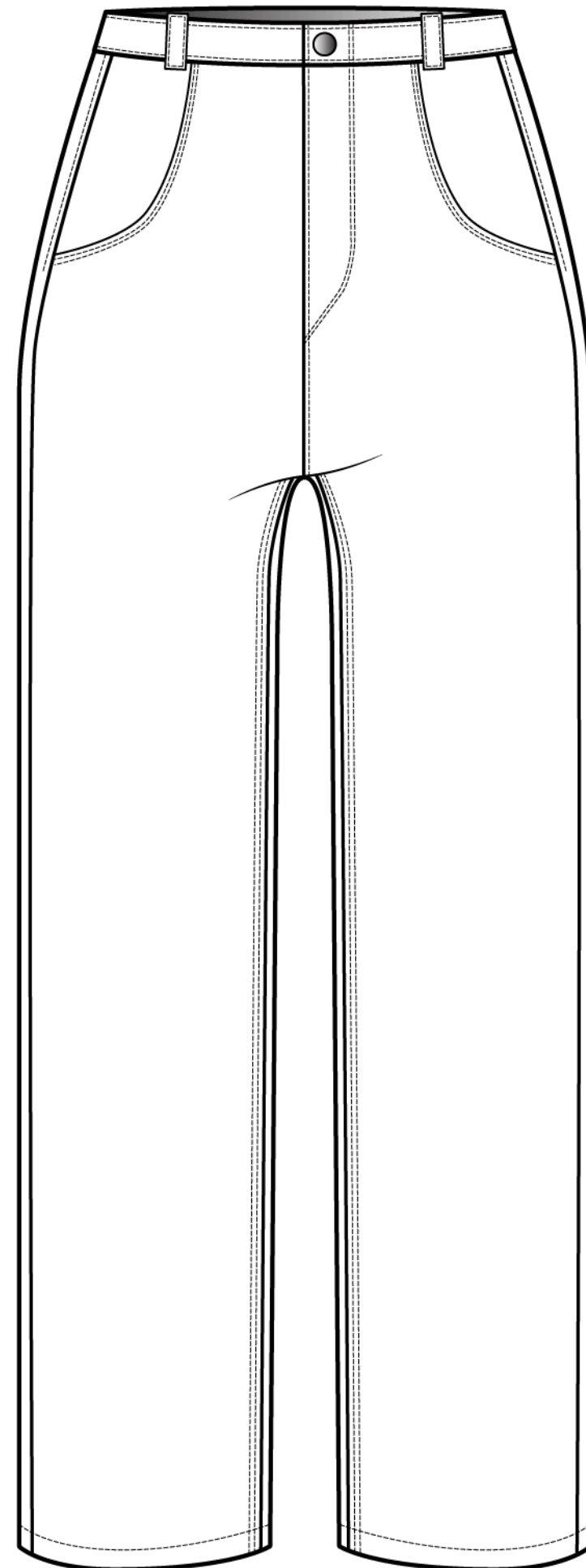
- “A” and “S” button detail on cuff



Cotton Twill Denim

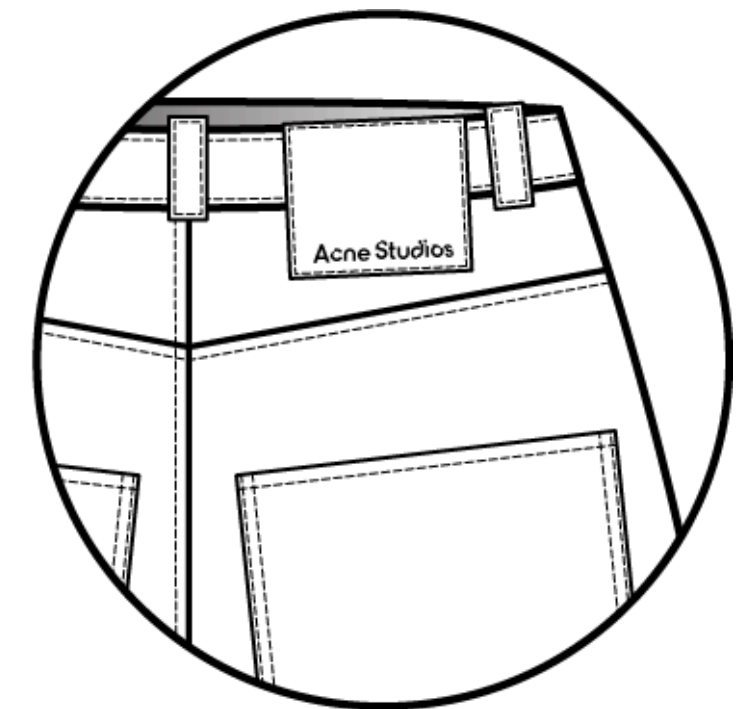


- High-rise
- Straight Leg
- Deep scoop pockets
- Will feature screen-printing on wearer's right front pocket and back left pocket

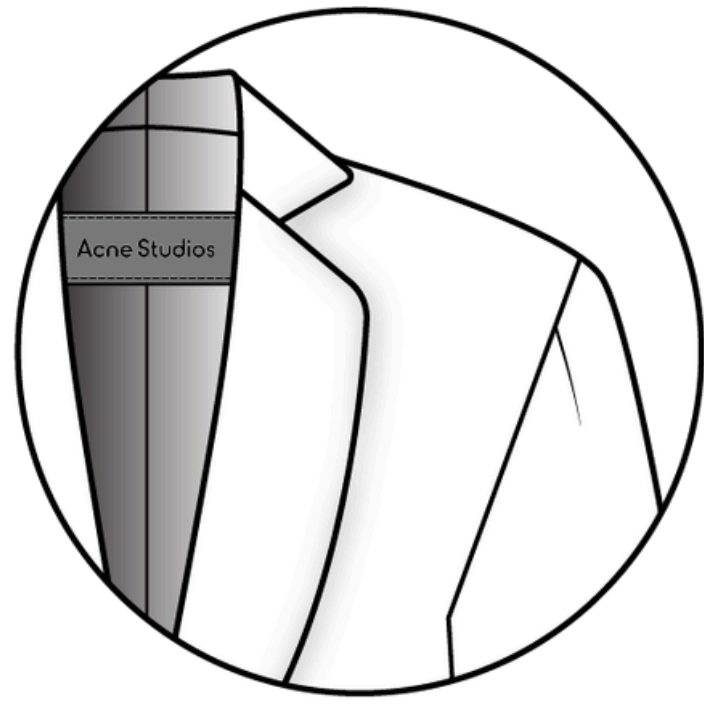


- Distressing, fading, and staining all over the jeans

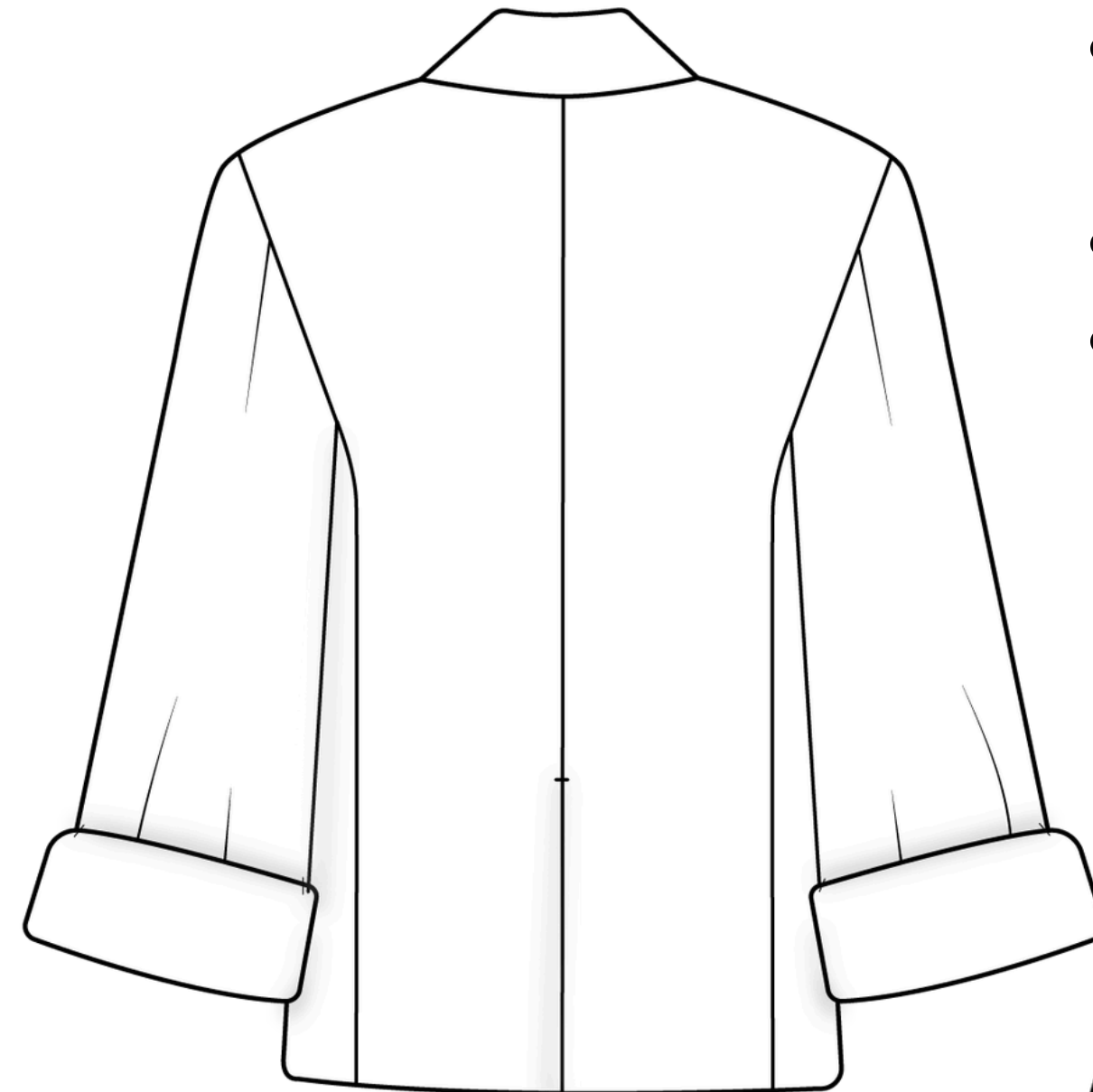
- Traditional back yoke
- Leather logo patch



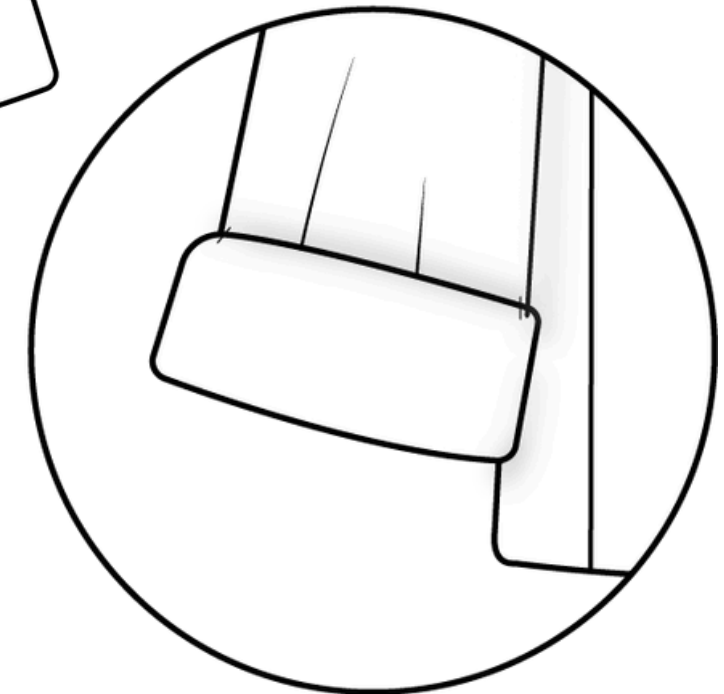
Woven Twill Suiting



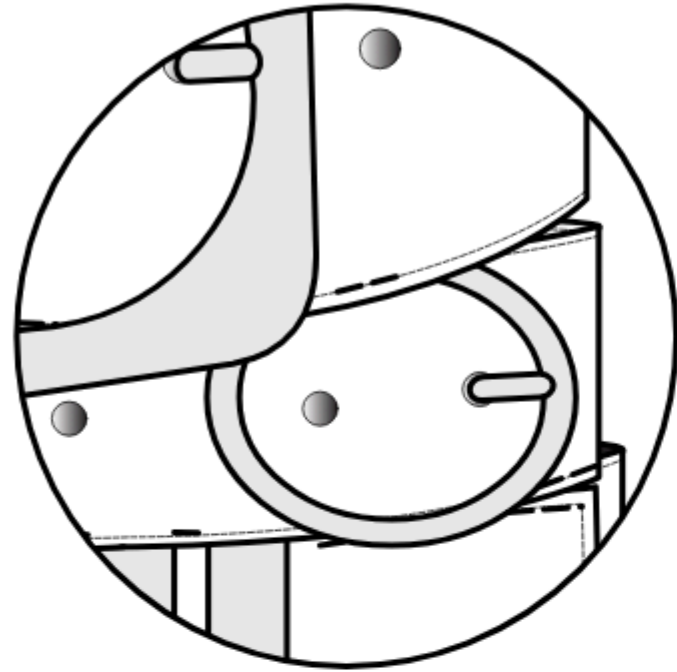
- Notched lapel
- Dropped shoulder
- Side-panels
- Deep curved "V" neck



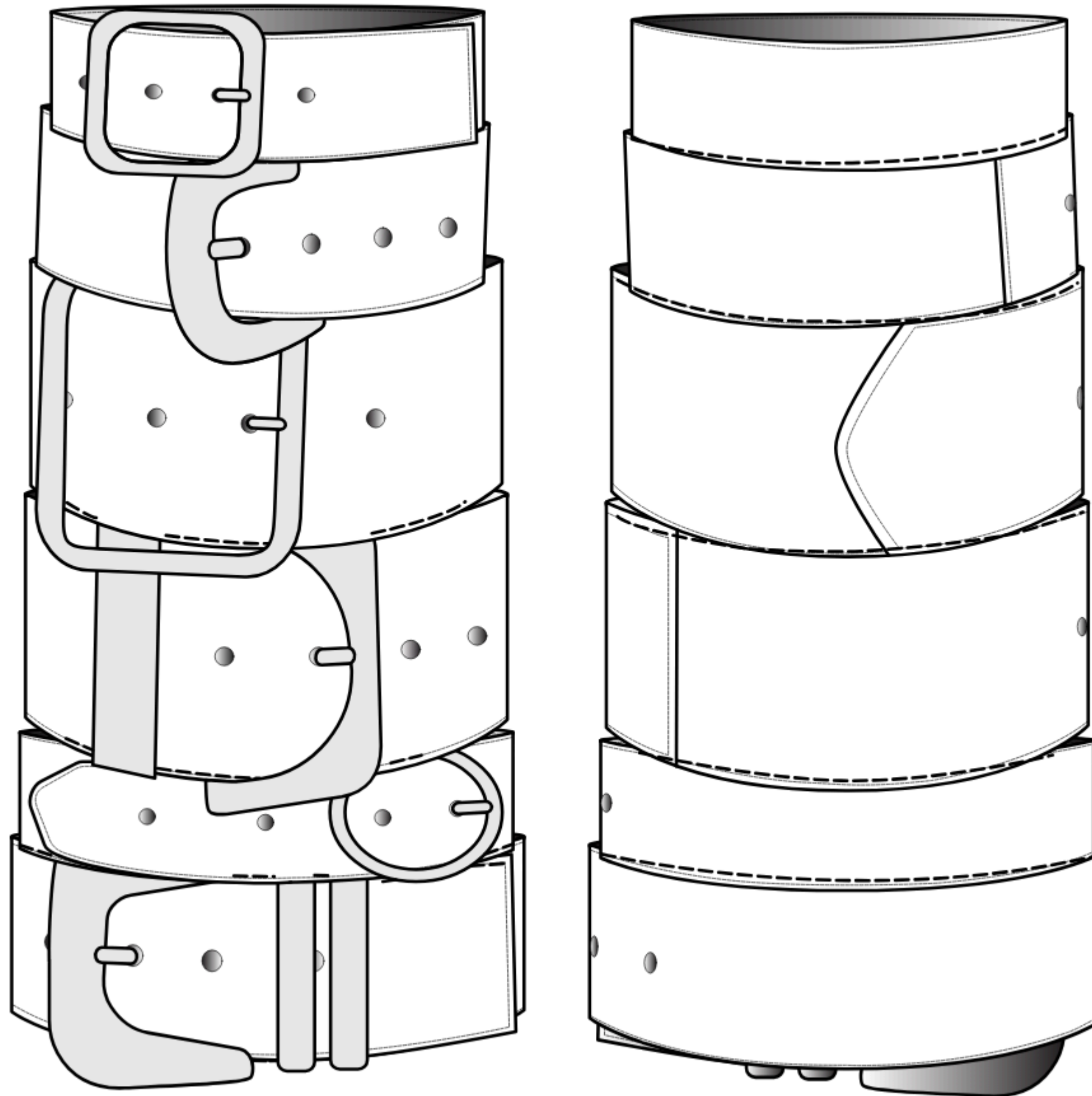
- Center-back seam
- Oversized fit
- Wide sleeves with tacked-down turn-up cuff



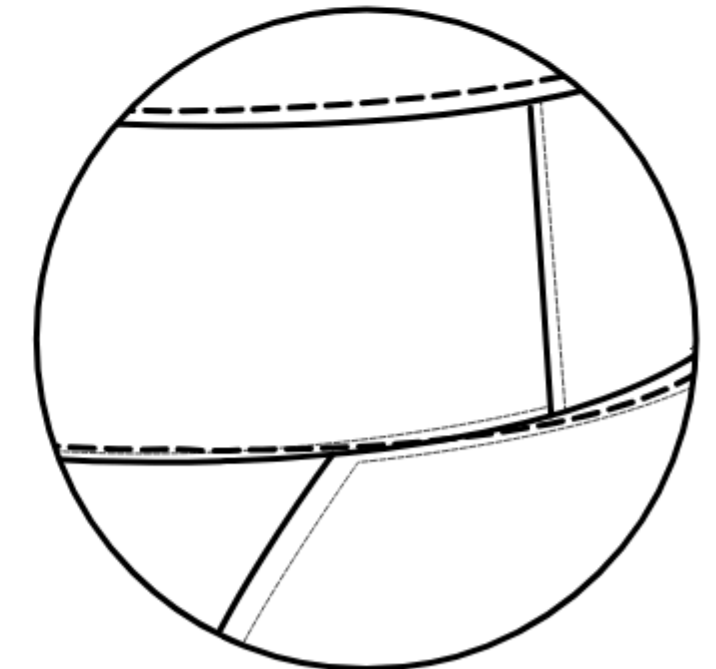
Cow Leather



- Top two belts are fully functional to allow for entry and waist adjustment
- Belts are permanently joined via heavy-duty industrial topstitching

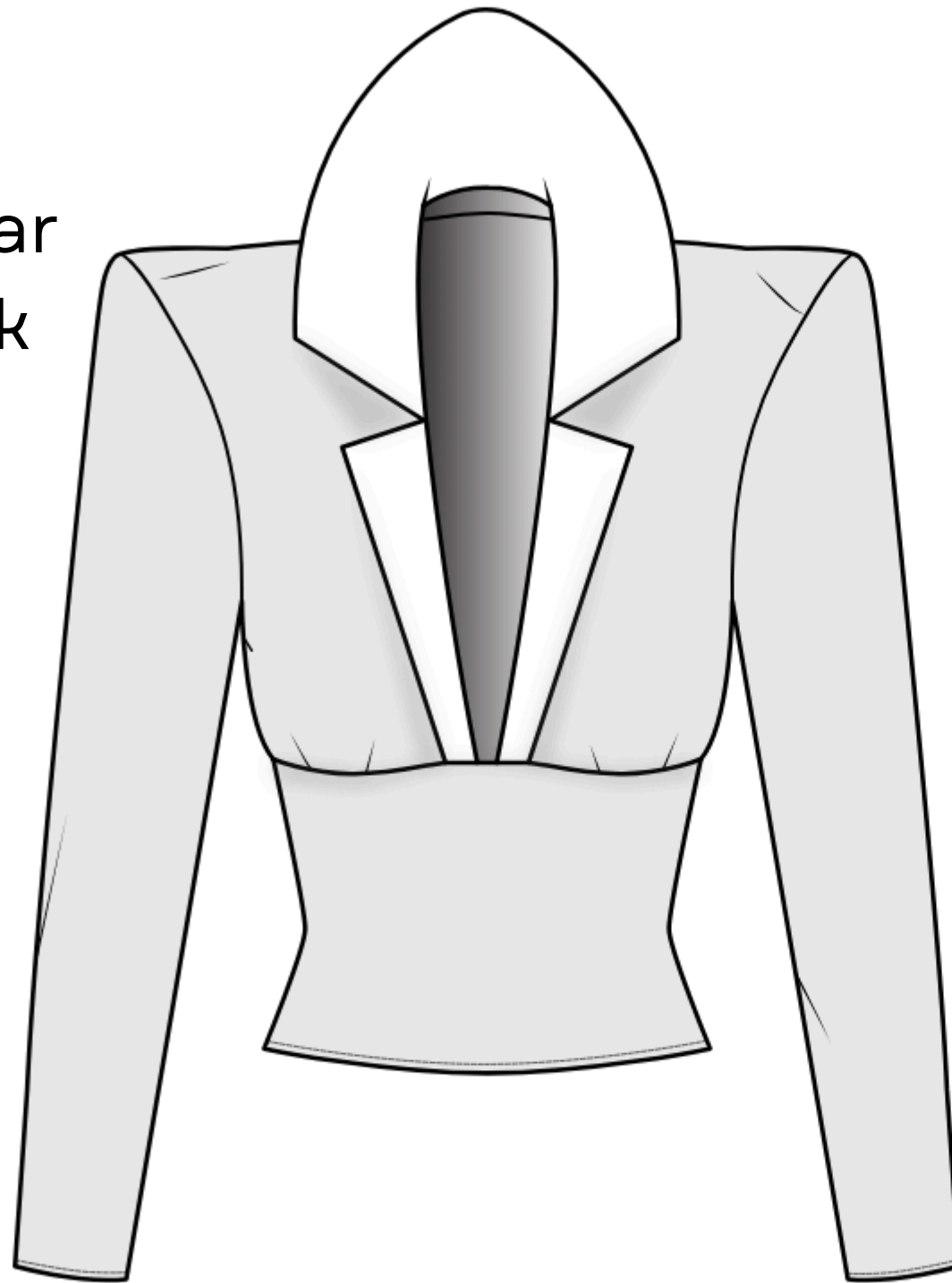


- Columnar maxi skirt with a slight "A-line" flare toward the hem to allow for movement
- Metal buckles

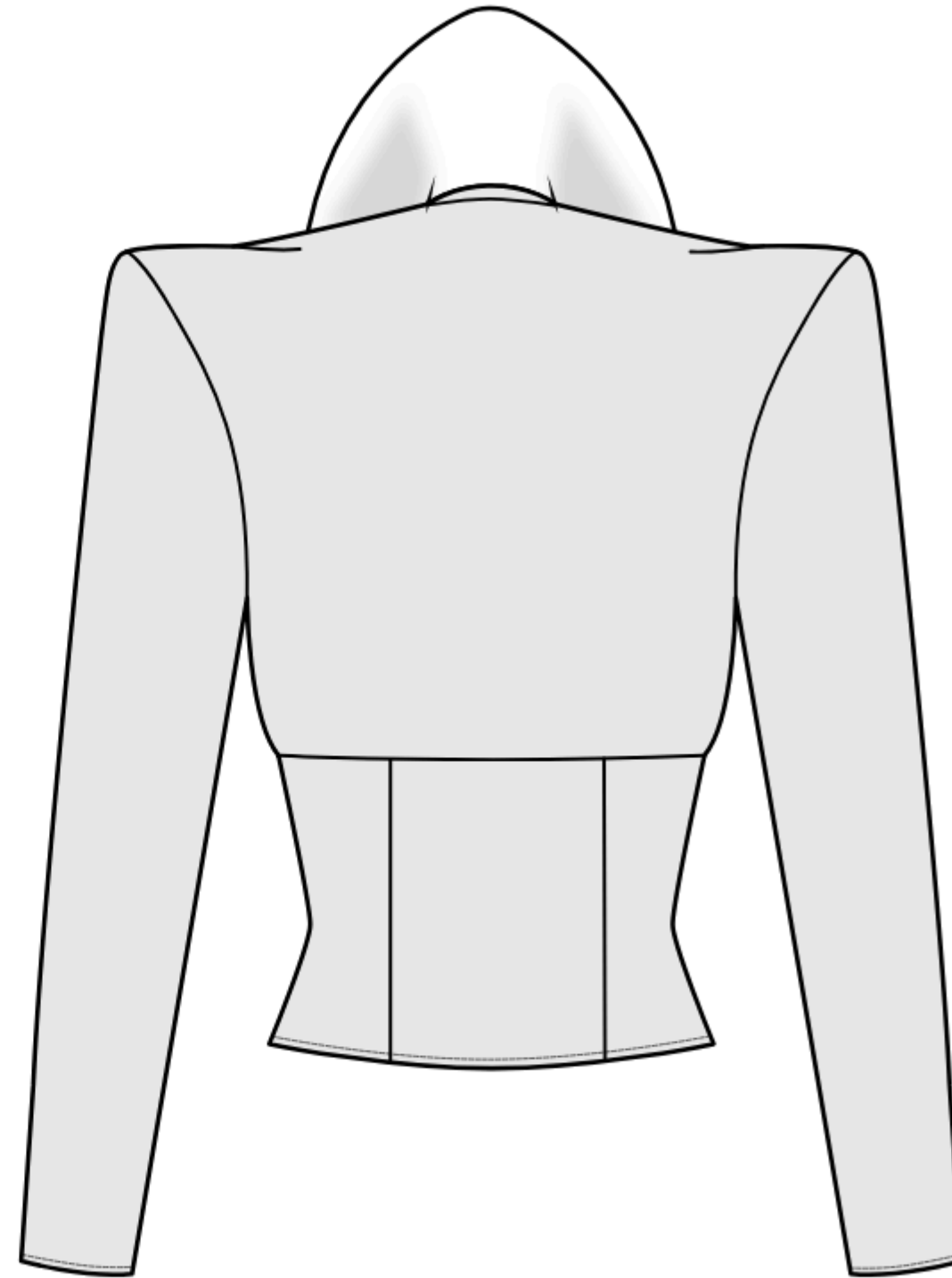


Woven Twill Suiting

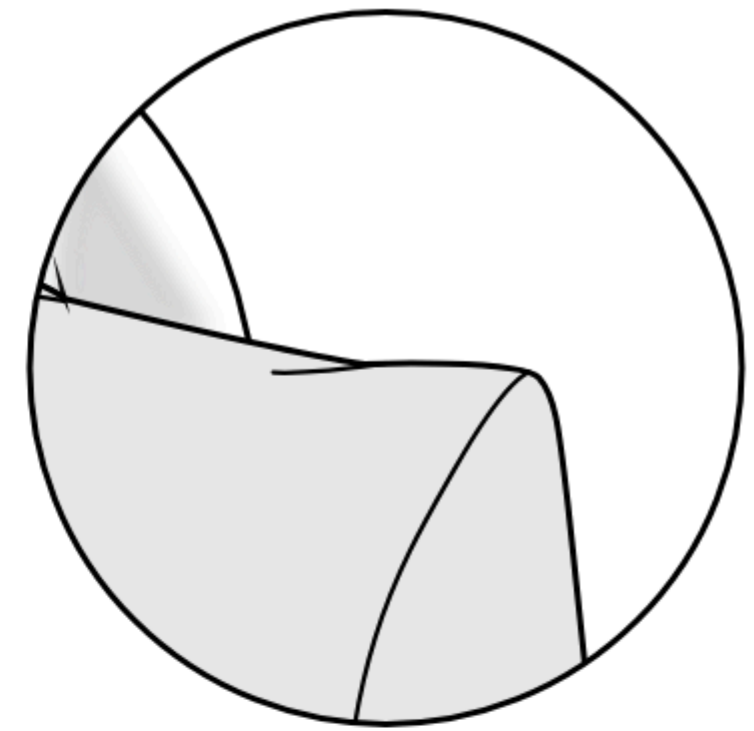
- Oversized standing collar
- Deep “V” neck



- Slight gathering at bust

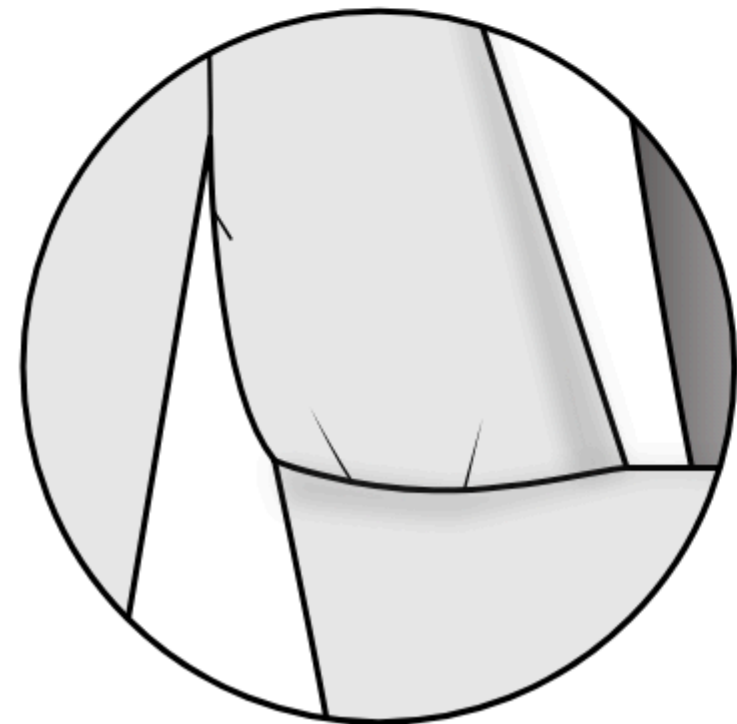


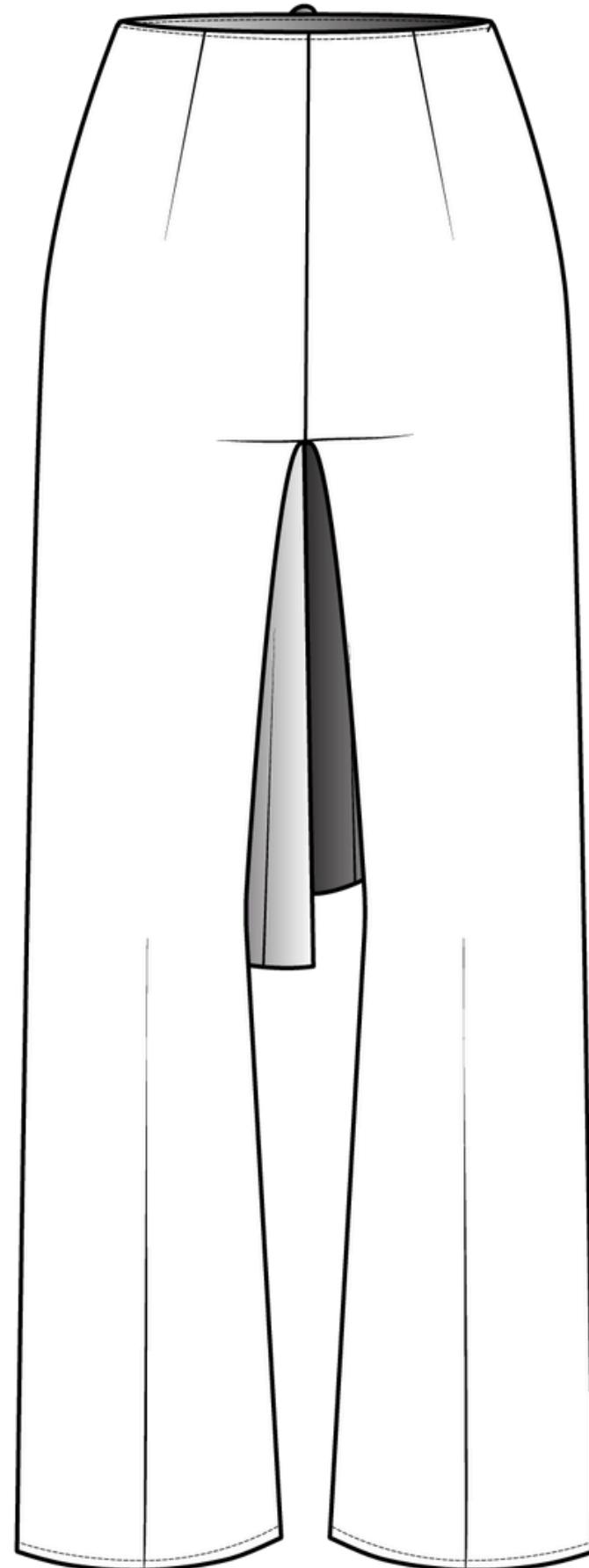
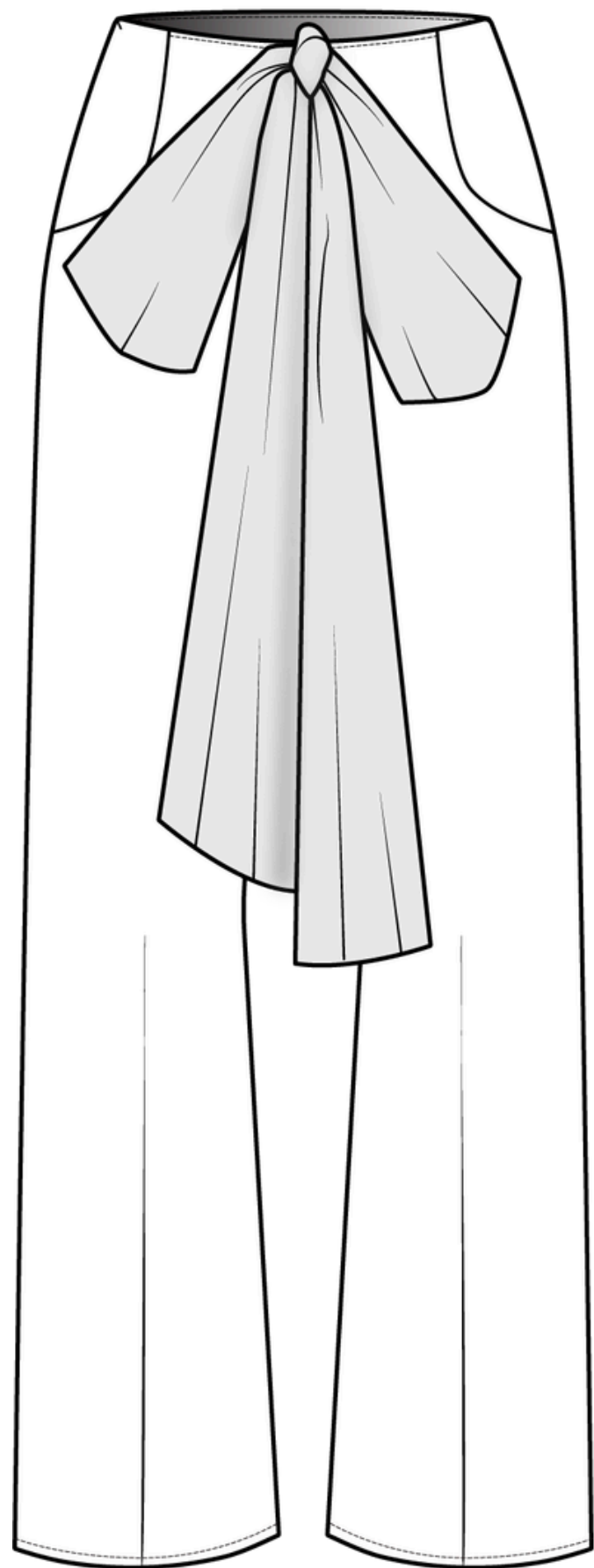
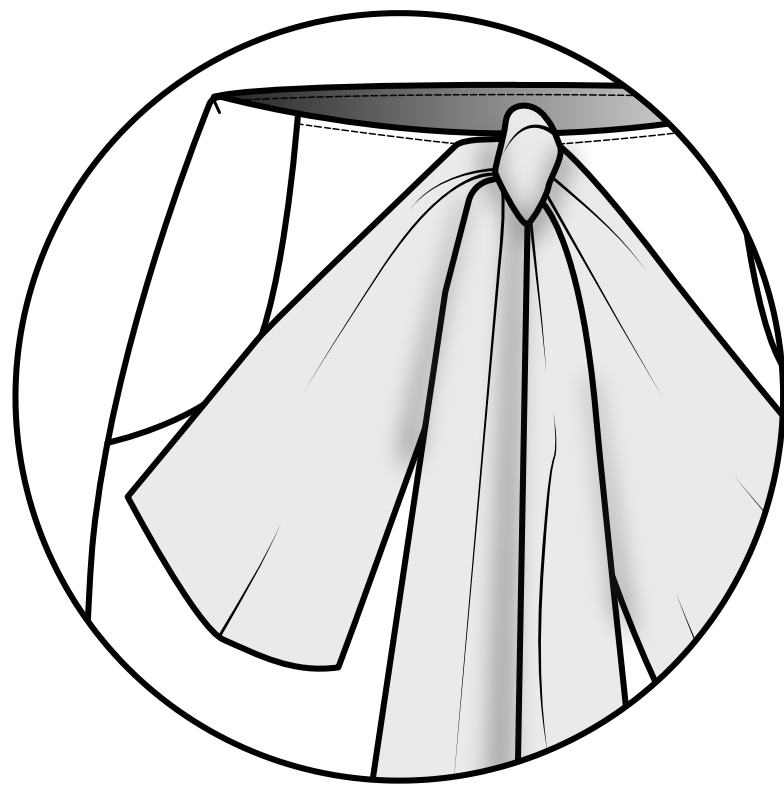
- Back panels for contoured waist



- Extended shoulder padding

- Size invisible zipper





- Mid-rise
- Wide leg
- Invisible side zipper
- Oversized bow sewn at center front
- Pressed center-front creases on each leg
- Back darts

Woven Twill Suiting, Bow is Broadcloth

THANK YOU