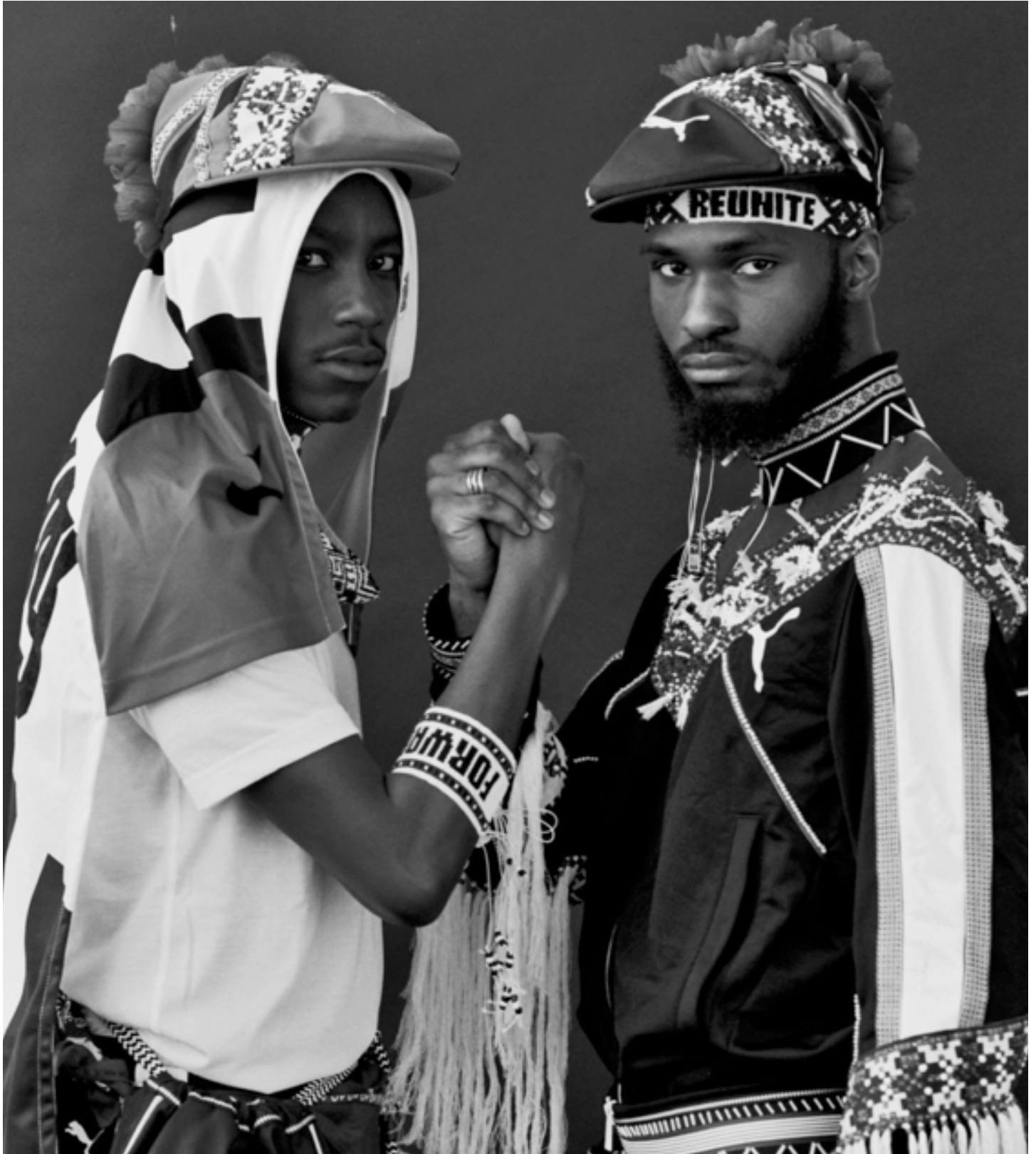


JAHNKØY



JAHNKØY.COM

INFO@JAHNKØY.COM

@JAHNKØY



COLLECTION:

The Displaced is the fruit of a long-run reflection on the loss of authentic values and ancestral craftsmanship. Due to social and economic pressures, garments are produced in the world's poorest countries in unsatisfactory conditions. The constant search for modernization and optimization sentenced traditional craftsmanship to extinction. Clothing is now mass-produced at little expense, and deprived as such of the human knowledge that once made it vibrant and unique form of cultural expression.

The Displaced is a menswear collection that taps into the roots of cultures across the globe and emphasizes the multi-cultural environment we live in today. Standing at the threshold between ancient and contemporary fashion practices, it explores the creative possibilities of combining artisanal craft with modern design in order to achieve a better and more sustainable result.

The Displaced was conceived as a variation on the theme of sportswear. Sport is one of the main vehicles of globalization. As such, it is found and worn everywhere, from the streets of America to the steppes of Siberia. Merging sports, street, and culture the collection is a suggestion on how traditional techniques can be successfully weaved into our everyday garments in order to bring back the values of craftsmanship and the longevity in fashion alongside cultural heritage. It proves that sportswear can advocate towards the preservation of craft and tradition while simultaneously remaining contemporary. The project pulls back the curtain on the accountability of the fashion system and shed lights on the environmental and cultural impact of fast fashion. It focuses on designing creative and attractive solutions to tackle the most complex challenges in the fashion system today, advocating for exceptional design and innovation, transparency, sustainability as well as human values.

Working primarily with upcycled sportswear as well as other found materials, the garments are recut, reused, repurposed and layered in a deliberate manner. The Displaced collection stands as resilient, reestablishing ancestral memories, repositioning and recontextualizing commodities alongside reviving traditional clothing in a contemporary fashion. Embedded with highly intensive craftsmanship such as beadwork, crochet, weaving and embroidery, as well as embellished with traditional ornaments, Swarovski crystals and engaging messages, each silhouette affects not only the form of the garment but also emphasizes its social and cultural significance.

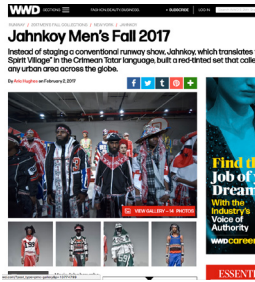
BIO:

Born and raised in Siberia, Russia, JAHNKØY, is a New York based visual artist who aims to blend the traditional with the contemporary, highlighting the invisible, and reorienting the practice of fashion to the realm of art. The artist's work is a decisive return to craft, where craft is about the very hands that create and define cultures. She sees fashion as a mode of human togetherness, as a powerful tool to raise questions about the sustainability of the actual fashion system, and seeks to bring awareness and raise consciousness among consumers about alternative, more viable modes of production, distribution and consumption. The nature of her practice is rooted in research. It emerges from a reflection on the current state of the fashion system and its ramification in the society. The artist's predilection for recycling and repurposing, and her appreciation for craft are demonstrated in the intricate and delicate embroidery, beading, weaving and crochet merging traditional craftsmanship into everyday wear and found objects, displacing them from their usual habitat. By juxtaposing historical facts, crafts, mass culture, everyday materials, symbols, text and imagery JAHNKØY creates a bricolage of cultural heritage, mixing everyday reality and the artist's own identity. She creates a body of work that defies expectation, evolving and forging new ideas and inspiration in conformity with tradition, culture and human values.

JAHNKØY means New Spirit Village, it invites the individuals to move forward, unite and reclaim the world as one tribe. Global cultural exchange is a necessary element of the life of the future. JAHNKØY speaks about the cultural unity of all nations. The aim of the brand is to preserve and further develop traditional craftsmanship from around the world and bring awareness about the importance of cultural, ethnic and aesthetic diversity.

A graduate from Parsons the New School for Design with a MFA in Fashion Design & Society, JAHNKØY also holds a BFA in Fashion Design from the British Higher school of Art & Design, Moscow and a Graduate Diploma in Fashion from Central Saint Martins, London.





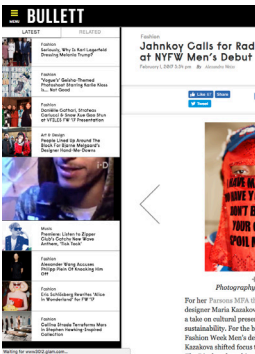
WWD NYFW

“Jahnkoy Men’s Fall 2017” | Aria Hughes | Feb 02 2017

Review highlight: The looks were layered, oversize and reminiscent of traditional cultural garb from around the world. There were references from Africa, India, the Middle East and Native Americans. It was a vivid line that stood out among the mostly commercial shows that take place in New York.

“CFDA Stays Positive Despite Loss of Amazon Sponsorship” | Jean E. Palmieri | Feb 06, 2017

Bruce Pask, men’s fashion director at Bergdorf Goodman, mentions the debut of Jahnkoy as “brilliantly realized, deeply personal presentations that showcased two very exciting new voices on the men’s wear.



GRANARY

“Jahnkoy: The Displaced, a collection seeping with political weight” | Elizabeth Brauders | Feb 10, 2017

It’s hard to deny the positive aspects of the commonality of the things that groups of people create in exclusion from each other. Indigenous and folk culture most often highlight the human experiences and emotions which draw us together. In fact, the collection owes its existence as much to Russian techniques and aesthetics as African ones, a fact we overlook to our own detriment. To understand the meaning behind this collection is to truly value it.

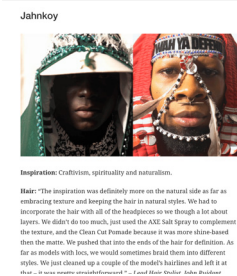
To read into Jahnkoy’s aesthetic is to sense the power of shared human experience, of the potential of our shared cultures and roots in folk art and practices that speak of common histories amongst separated peoples. We can read into each colour, pattern, or cut, looking for their creator’s message. Or we can just read the message cut into her inspiration images. ALL WE GOTTA DO IS MOVE AS ONE.



THE DAILY FRONT ROW

“NYFW: Jahnkoy Fall/Winter 2017” | Paige Reddinger | Feb 1, 2017

Review Highlight: The Jahnkoy collection seemed to add a new element to fashion’s current obsession with streetwear and felt like it could eventually receive the same kind of hype as a Hood By Air or Off-White. However, Jahnkoy has its own unique voice, and with fashion consultants like Julie Gilhart checking out the collection, this label felt poised for a breakthrough.

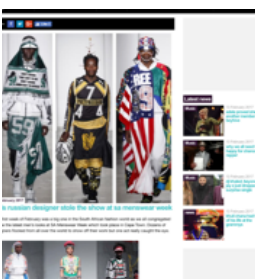


HIGHSNOBIETY

“NYFW:M Took a Daring Approach to Grooming — Here’s Some of Our Favorite Looks” | Stephanie Smith-Strickland | Feb 07, 2017

Inspiration for collection: Craftivism, spirituality and naturalism.

Review Highlight: The collection was equally as graphic and blended into the scene ever so seamlessly. Iconic sportswear logos were repurposed, sleeves featured ornate beaded details, tassels and feathers hung from headbands, tank tops and joggers. National pride (or rather global unification) seemed to be a principal theme throughout, with various country flags emblazoned on everything from tracksuits to capes.



BULLET MEDIA

“Jahnkoy Calls for Radical Change at NYFW Men’s Debut” | Alexandra Weiss | Feb 01, 2017

As athleisure and streetwear continue to reign over runways, Jahnkoy takes it to a whole new level. Instead of showing sportswear as a bandwagon hype trend, the brand intellectualizes it, using it as a signifier for cultural responsibility. Every piece of the collection has depth—a reminder of the war we should all be fighting. More than just a breakout presentation, The Displaced was Kazakova’s call to action.

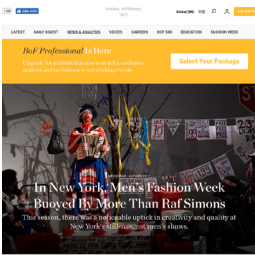


THE IMPRESSION

“Janhkoy | Exclusive Designer Interview” | Kristine Keller | Feb 2017

Each piece is embellished with hours of handwork. “It carries the memory of the ancestors on the path of tomorrow. It values the celebration and the revival of culture, craft, and tradition, through sustainable practices,” Janhkoy says.

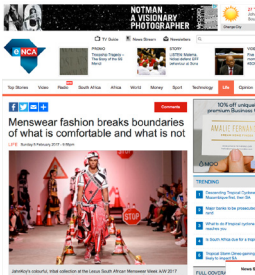
“I have a very personal connection with the garments that I wear,” she says. “It is a second skin, an armor, a language. So, in my practice, I speak through the garments that I create, which represent my point of view, interests, and beliefs.”



A FASHION FRIEND

“In New York, Men's Fashion Week Buoyed By More Than Raf Simons” | Lauren Sherman

Review Highlight: “It was a reflection of the fashion industry and what's going on in the world, how traditional craftsmanship was displaced by fast fashion,” the Siberian-born designer said backstage after the performance. “This is a proposal of how we can revive handiwork through modern, contemporary garments. It's ancient, but it's new.”



ENCA

“Menswear Fashion Breaks Boundaries of What is Comfortable and What is Not” | Feb 5

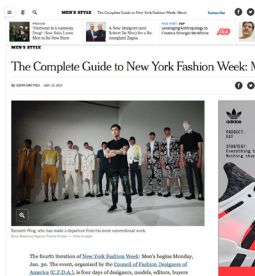
Review highlight: Janhkoy's flags of different countries reflects the chaos happening worldwide as many people are displaced from their homes for varying reasons. The range carried a sporty, fun look, while at the same time sending out a strong, serious message about displacement in the world.



NATAAL SAMW AW17

“Five of the best shows at Lexus South African Menswear Week AW17” | Lithemba Velleman

Review highlights: Referencing artisanal crafts from around the world, and with prominent nods to both Rastafarianism and Fela Kuti, Janhkoy's messages of cultural connectedness packed a meaningful punch.



NY TIMES

“The Complete Guide to New York Fashion Week: Men's” | John Ortved | Jan 27, 2017

Janhkoy Maria, the Siberian-born designer behind Janhkoy, describes herself as an artist interested in repurposing clothing as a means to raise awareness among consumers. Relying heavily on African and Caribbean tropes, the result is an eye-popping array of art as uniform.