

# WEEKDAY

Press Release | August 2021



## Per Götesson for Weekday

**The London-based designer renowned for elevating the ordinary returns to Weekday with an exclusive capsule adding romance to the masculine wardrobe.**

As Weekday teams up with designer Per Götesson it's with a feeling of being close to home. Working in retail for Weekday during his college years, Per Götesson went on to de-signing womenswear for Cheap Monday before starting his eponymous menswear label. Nowadays, he shows on schedule at London Fashion Week.

Subverting ideas of hypermasculinity into something softer and more inclusive, Götesson's Weekday gender-neutral capsule includes reworked wardrobe staples in jersey and denim. Thus, the project touches two core questions at Weekday: how to circulate materials cleverly and push the boundaries on denim production.

Inspiration is drawn from photographs by Karlheinz Weinberger and promotional imagery of Marlon Brando. It's about freedom, sensuality and valuing the craft that goes into making clothes.

**Per Götesson:**

**"Designing this collection, we built on ours and Weekday's common values. It's a collection for someone who values freedom of expression and appreciates craft."**

**"Weekday has this great way of proposing new and desirable staple pieces, which I am always drawn to. We both appreciate the beauty and preciousness in the ordinary."**

**"Considering our long history, collaborating with Weekday felt like coming home. Developing the capsule was very much like that feeling of wanting to make your parents proud."**

**Anna Norling, Head of Design Weekday:**

**"We dropped a small capsule of handmade pieces with Per Götesson last year and our community loved it, so we decided to team up again. There are definitely shared core values between us, and it's thrilling to push a creative who started his journey with us."**

**Collection info:**

Five gender-neutral pieces (two pairs of jeans, a hoodie, a tee and a kilt) in jersey and denim, remade from previous collections. Online exclusive in a very limited edition.

**Launch date:** 26 August 2021.