

## Frame + Sophie Bille Brahe

*Frame launches Combinée capsule collection in collaboration with Sophie Bille Brahe*



**LONDON, May 2017-** On the 20<sup>th</sup> of April the American denim brand FRAME announced its upcoming collaboration, with the Scandinavian jewellery designer Sophie Bille Brahe on the occasion of its SS17 capsule collection *Combinée*.

The collection, which combines the ancient charm of Brahe pearl brooches with the American craftsmanship of Frame denim pieces, results in a three items combo: Le Lara Original Short in Nederland with Lulu perle, Le High Mini in Roxy with Elipse deux and Nouveau Le Mix jeans in Remix with Creeper. The dreamy bijou along with the cutting edge spirit of the denim constructed the ultimate urban mermaid look.

Dressing up will never be the same again. The capsule collection gives to the customers the chance to play with the petite pearls and express their personality. *Combinée* will be available in the Selfridges and Harrods Frame sections from the 1<sup>st</sup> of May 2017, at the retail price of 490 £. The selected stores in London will celebrate the launch of the collection with beats and bubbly from 9 pm to 12 pm, for an effervescent atmosphere.

The minimalistic style of both denim and jewellery composes a tuned symphony. The washed denim and shiny brooches are perfect for a special occasion, but can also easily recreate a casual look to wear over and over again.

*Share your love for us using the hashtags #framedenim; #sophiebillebrahe*

*Website [www.frame.com](http://www.frame.com); [www.sophiebillebrahe.com](http://www.sophiebillebrahe.com)*

*Instagram <https://www.instagram.com/frame/>;  
<https://www.instagram.com/sophiebillebrahe ltd/?hl=it>*

*Facebook <https://www.facebook.com/FRAME/> ; <https://www.facebook.com/Sophie-Bille-Brahe-Page-1481372221889631/?ref=ts&fref=ts>*

For more information please contact:

Frame +44 207 749 4500

Sophie Bille Brahe +45 3131 8285

## **Note to editors**

### **About Frame:**

Frame innovative textile guarantees the best quality to its customers along with a captivating design and incomparable comfort. The brand, crafted in Los Angeles with a European aesthetic, is particularly inspired by London street style. For further detail visit our website [www.frame.com](http://www.frame.com).

### **About Sophie Bille Brahe:**

The jewellery designer Sophie Bille Brahe, graduated from the Royal College of Art in London. Her timeless and sophisticated jewellery present a clean aesthetic, which enhances the natural features. The pieces, although manufactured through traditional goldsmith techniques, still manage to embody the authentic essence of modern luxury. For additional info visit the website [www.sophiebillebrahe.com](http://www.sophiebillebrahe.com).

# Sophie Bille Brahe

## Pierce your jeans with pearls

Sophie Bille Brahe jewellery focuses on the quality of the materials inspired by the beauty of nature. Her “Le Pyramide des Pearls” collection, is a perfect example of this combination. The collection was inspired by the Cleopatra Cocktail legend, in which she crushes the pearl and melts it in wine. It is not the first time in which the designer has chosen to take inspiration from myths. For her La Reve collection,

piece, the designer pictures a specific concept which reflects her creative vision.

Sophie Bille Brahe, who, growing up, kept her dreamy personality, strongly believes that jewels need to tell a story, and need to be something never seen before: “My dream is to make jewellery to keep,” says Brahe. With this in mind, she chose gold for her pieces, not only does it enhance the natural colour of the



of distinction and individuality, values that are highly appreciated in the products of today, as well as in the everyday life. For this reason, the Combinée collaboration between the jewellery brand and Frame denim is ideal. The collaboration slogan “pierce your jeans with pearls” invites the audience to take part in the design process, by bringing a twist to the denim. Consequently, Combinée manages to promote an interaction between the customers and the product. The possibilities of mix n

matching pearls with jeans, shorts, minis or dungarees would make catalogue pieces different. The brooch function of the jewellery, instead, would allow different combination between the items; which could change according to the mood or the occasion and would never be monotonous. Despite their appeal as single items, pearls and denim are an unusual combination. The objects, as a matter of fact are generally worn separately, but not together. However, they do have something in com-

mon, which is that both are usually worn all the time, almost consumed. Denim is practical, carefree and might transform completely with the right accessories. Jewellery, in a way, are the same. Adornments have the power to revolutionize the outfits and can be both elegant and easy going. Their combination, could recreate different looks, and go against the tendency of changing clothes too often. This, would not only save us from tedious outfits, but would also be the right step towards the reduction of textile waste.



she was inspired by Greek mythology, in which pearls were the tears of the goddess Aphrodite.

The craftsmanship of the materials is also an important factor. Brahe deliberately follows centuries old goldsmith techniques, but her inspirations and techniques are not the only thing that makes her jewels unique. Her brand language, characterized by proportion, shape and simplicity, also plays an important role in the aesthetic. Behind each

skin, but also respects the material and won't lose its shape or colour. The pearls, on the other hand, needs to be worn in order not to lose their glow, which, in Brahe's mind, almost brings them to life. She also associates them to the moon; a typical symbol of nature, as well as another essential characteristic at the core of her creative process and identity.

The unique print that Sophie Bille Brahe jewellery leave behind, is a fundamental feature





NYLON

# Customized Denim

*Frame x Sophie Bille Brahe*



Frame is a fresh American brand proudly produced in Los Angeles with a European aesthetic, inspired by London streetwear. The quality of their leading-edge materials, their catchy and casual aesthetic, and their loyal following of models and celebrities makes it stand out from the fashion crowd.

Their skinny jeans might look good, but they surely feel even

better. Frame perfect fit and comfort, in fact makes the brand a reliable choice; as the founder Jens Grede said: 'When people talk about fit, it's not necessarily how it's cut but it's the fabrication of the jean and the technology of the fabrication - Frame simply uses the best fabrics in the world. That's the secret to Frame.' The pieces however are mass produced and therefore, it might

still be possible to spot an identical pair around. Frame, however, teamed up with the jewellery designer Sophie Bille Brahe to change this through *Combinée*; a capsule collection for SS17. *Combinée* introduced to the public pearls to pierce onto shorts, minis and jeans, and customize each pair.

were not already fabulous enough on their own, they merged together for an extravagant and yet extraordinary combination. This, not only makes it much easier for everyone to pick a groovy outfit, but also gives to the customers the chance to interact with the jeans and truly make them their own.

Individuality, in fact, is the latest customer obsession. Especial-



The timing of the collaboration is not a coincidence. Denim, in fact, is having a moment. The trend is gaining popularity in ready to wear, as well as in haute couture. In the Louis Vuitton spring 2016 ready to wear show, denim dresses were the main protagonists, while more and more designers are picking the dynamic textile for their garments and accessories. Pearls, instead, are synonymous with a classic as well as timeless style, suitable for every occasion. Pearls originated in the ancient Egypt of pharaohs, and were popularized by nothing less than Cleopatra, who wicked them with a glamorous aura of mystery. As if the two realities

ly young adults are constantly looking for new things to differentiate themselves from everyone else and for the loudest ways to show it. Each piece of *Combinée*, meets this need and reflects it through its signature style both chic and cutting edge. This fashion trend, however has no set rules, as whenever its owner gets tired of the look he or she could simply use the pearl brooches differently for an opposite result, which never bores. The versatility of denim, traditionally bought to be wore out, along with the endurance of materials such as gold and pearls, on the other hand, proof that *Combinée*, along with denim, is here to stay.



# Frame + Sophie Bille Brahe

Frame is an American brand with a European aesthetic, founded by Jens Grede and Erik Torstensson



Inspiration:  
Versace safety  
pin dresses



19%

request of personalized metal jewelry  
among young consumer age 16-34s



Customized Denim: pierce your  
jeans with pearls



Sophie Bille Brahe  
is a Scandinavian  
jewelry designer:  
her precious stones  
designs embody  
modern luxury



41%

increase in online Jewellery shoppers

