

Jakke





ABOUT

JAKKE

Jakke is a love affair between effortless Scandi style and London spirit. Less harmful clothing for fun-loving women who want to make a change.

Founded in East London by designer Nina Hopkins in 2015, Jakke was born from Nina's belief that women should be able to buy into fashionable ethical product with confidence and without compromising on style.

The Jakke approach to design has always rejected the concept of seasonal fashion trends. We create timeless pieces that slot into your wardrobe season after season, actively challenging the 'throw-away' mentality of fast-fashion.

Jakke boasts some 400 stockists across 12 countries, partnering with a careful selection of some of the globe's most influential retailers and is more accessible than ever thanks to a refreshed wholesale calendar.

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THE JAKKE CUSTOMER

The Jakke customer is fun-loving and wants to make a change. They make considered purchases and are fully aware that style and quality doesn't have to come at a price.

They are loyal and eager to wear brands that meet their forwardthinking values. Effortlessly cool and styled with confidence, the Jakke customer disregards the notion of fast-fashion and embraces the necessity of investment pieces that can be worn time and time again.

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SOCIAL RESPONSIBILITY

In a world where sustainability is becoming crucial, it is important for Jakke to be transparent regarding the impact of our garments on the planet. We look at everything we can, from the materials we source to make our clothes to how our factories operate and we're always thinking about what impact our production has on the environment.

We pride ourselves on being animal friendly and cruelty free, which means no animal suffered for any of our beautiful pieces. Previously awarded "Best Faux Fur Brand" and "Best Wool Free Brand" by PETA; Jakke is pleased to be recognised alongside luxury powerhouse brands Gucci, Stella McCartney and Net a Porter for their animal friendly achievements. Jakke was also awarded "Best Vegan Brand" in the 2021 Marie Claire Sustainability Awards.

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DESIGNED

TO LAST

The Jakke approach to design has always rejected the concept of seasonal fashion trends. We make pieces that will be able to slot into your wardrobe regardless of the season. This challenges the throwaway mentality that fast fashion brands rely on and encourages longer use.

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ANIMAL

ALL OF OUR GARMENTS ARE ANIMAL FRIENDLY.

You can wear Jakke with a clear conscience knowing that no animal suffered for one of our pieces. Our fur is Free From Fur - The most important strength of wearing faux fur is that it is life saving. Faux fur protects millions of animals (as many are killed for their fur) including mink, foxes, rabbits, sables, chinchillas, beavers, lynx, seals, raccoons, coyotes, muskrats, wolves, otters, cats and dogs.

OUR PUFFER JACKETS ARE FREE FROM FEATHERS.

Jakke do not use down or feathers in our puffers because of the cruel practices associated with the rearing, feather harvesting and slaughter of ducks and geese. During plucking birds are physically restrained and are often wounded.

OUR SILK IS FREE FROM SILK

Jakke do not use in their dresses or blouses. Silk fabric is made from the fiber that's spun by silkworms when they form the cocoons for their pupal stage prior to becoming moths. Silkworms are killed in the process of harvesting the silk.

FRIENDLY

OUR KNITWEAR IS FREE FROM WOOL.

Shearing can be stressful for sheep, cause painful cuts and sometimes worse injury. Shearers are often paid by how much wool they can get so they do it as fast as possible and sometimes without regard for the animal's welfare. Mulesing is a procedure undertaken in merino sheep which involves cutting away flesh from a sheep's rump in an attempt to produce a smooth wool-free area that's less attractive to flies. Out

OUR LEATHER IS FREE FROM SKIN.

Most leather comes from countries where animal welfare standards are nonexistent, for example, India. As many people in India see cows as sacred animals, there are not many slaughterhouses for cows. Therefore, they are often forced to walk for hundreds of miles to a slaughterhouse or transported over long distances in crowded trucks. Many animals don't survive the journey and die of hunger, thirst or injuries before reaching the slaughterhouse. The slaughtering itself is often a lot less animal-friendly as cows are not stunned and there are many videos of cows being skinned alive while fully conscious.

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MANUFACTURING

We work closely with our manufacturing partners who are family owned and run. We visit and monitor our factories regularly as it is extremely important to us that they are aligned with our core values and that the people who create our garments are paid fairly and experience a safe and respectful working environment.

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AW23

COLLECTION

Nina took a practical approach when designing Autumn/Winter 2023 by focusing on key outerwear styles. In an uncertain economic climate, it is a focused collection of tried and tested Jakke essentials with more elevated versions and new add-ons. The KATIE and HEATHER faux fur coats are now both in a slightly longer length. An updated version of the Daisy renamed DAPHNE has a boxier fit and AMY, a new oversized Shacket shape made in our cosy curly faux fur, conveys a sense of comfort rather than an over assertive presence. Vegan leather styles BAILEY and PATRICIA are revisited in new colours, however, it is the faux wool Boss tailored coats that take center stage for Autumn/Winter 2023 with HENNI, FRANCES and FRANKIE.

Building on the success of last season, Jakke have increased their offering of accessories. The trusted faux fur bucket hat, faux fur mittens and now large oversized faux fur scarves that loop around your neck and drape over your shoulder. There are also two new bags in the collection that sit alongside the popular BERTHA. The CARRIE, a cross-body bum bag and GRETA, a twisted handle grab bag.

Alongside the brand's signature faux fur pieces comes Jakke's usual offering of knitwear, with the addition of a feminine sheer turtleneck top made from a delicate sustainable Tencel fabric - ideal for layering.

The neutral palette of deep burgundy, grey and chocolates take reference from the 90's and are juxtaposed with flashes of brights; Bubble gum pink, Azure blue and Neon Green for which Jakke is recognised.

The result is a collection that reflects the Jakke woman; versatile, confident and conscious of their impact on the planet. The collection stays true to its Jakke roots and is 100% Cruelty free and 75% sustainable.

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AW23

INSPIRATION

Inspired by wanting to get back into the office after the pandemic, Creative Director, Nina Hopkins says "We're missing the social connection with our colleagues. That chat in the coffee corner and Friday afternoon drinks. Of course, we regularly have video calls with our colleagues but it's not the same"

For Autumn/Winter 2023, Nina was inspired by power dressing after watching the 1996 film, *The Associate* where Laurel, an intelligent investment banker was struggling to succeed on Wall Street although an unqualified male colleague receives a promotion. She quits her job to start her own business only to learn that as a woman, she is not taken seriously. To fool her competitors, Laurel creates a fictitious man to manage her financial deals.

Power dressing, defined in the eighties, a decade that first saw women entering the workplace in substantial numbers, used to be all about women being seen as equal to men. Typically seen in business and political environments, images of women in structured skirt suits accessorised with pearls or a silk scarf might come to mind. Now it's about expressing your true self and feeling confident. Thankfully fashion has changed, and power dressing has evolved as a result where the line between men's and women's clothes have never been blurrier than they are today.

The AW23 Jakke collection has decidedly 90s inspired masculine-leaning designs seen in the oversized coats and button-front shirts. The colour palette is indeed more muted this season, with an introduction to grey, chocolate and burgundy and the playful prints and bold colours for which Jakke is recognised are more considered. But it's not all masculine; Nina has introduced new skirts in various midi and mini silhouettes and shirts are belted so that the waist that can be cinched in for a sexier silhouette. There are sheer knitted tops used for layering that emulate 'nakedness,' and promote a presence that a woman's body is her own and not to be ignored.

Power dressing, for those who embrace it, it's seen as a way to shape presence and assertiveness in the workplace – after all, whether we like it or not, the way that we dress has a significant impact on how others view us.



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W

Jakke are delighted to announce that we are on the official London Fashion Week Schedule for Autumn/Winter 2023. More details to follow.

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SAVE

THE

DATE

19TH FEBRUARY 2023
11:30 - 13:30

**LONDON
FASHION
WEEK**



1. AMY Shacket - Grey
2. BAILEY Coat - Burgundy
3. HEIDI Jumper - Black/cream stripe
4. EVIE Belted Shirt - Azure Blue/Burgundy Stripe

5. PATRICIA Puffer - Bubblegum Pink
- 6 RILEY Dress - Black
7. KATIE Coat - Paintbrush print
8. DAPHNE Coat - Mint

NINAS

WAD'S

'Without A Doubt' these are Ninas' favourite key pieces from the collection



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FAUX

All of our plain faux fur, curly fur and shearling is made from 100% recycled Polyester (from post consumer recycled plastic bottles) and has the relevant certifications.

Recycled polyester is almost the same as virgin polyester in terms of quality, but its production requires 59 percent less energy compared to virgin polyester. In addition,

Recycled polyester can contribute to reduce the extraction of crude oil and natural gas from the Earth to make more plastic.

FUR



Jakke



SHIRTS

Our EVIE and EMMA shirts are made from 100% certified Organic Cotton.

Organic is the only system which eliminates highly toxic substances from the environment and instead works holistically, for the long-term benefit of people and the planet.

Organic cotton uses 92% less water than conventional cotton, and uses no synthetic pesticides or fertilisers.



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SOFT SEPARATES

Our EVIE shirts, SAMANTHA knitted sheer tops and Denim look separates are all made from Tencel.

Tencel is a natural fiber made from wood pulp – usually from eucalyptus, beech, birch and spruce trees. TENCEL™ branded fibers are produced by environmentally responsible processes from the sustainably sourced natural raw material wood. The trademarked fabric is certified biodegradable, from sustainable sources and from botanical origins. Tencel drapes beautifully and is lovely and cool to wear.



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FAUX WOOL KNITWEAR

Our BILLY, PATSY and HEIDI faux wool knitwear are made from 100% recycled polyester (made from post consumer recycled plastic bottles) and have the relevant certifications.

Recycled polyester is almost the same as virgin polyester in terms of quality, but its production requires 59 percent less energy compared to virgin polyester. In addition,

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VEGAN

LEATHER

We have meticulously developed our faux leather so that it resembles the characteristics of real leather. Our vegan leather is supple and comfortable to wear. It is butter soft and drapes beautifully but more importantly it is cruelty free. The backing of our fauxleather is made from recycled polyester.



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FAUX WOOL COATS

Our HENNI, FRANKIE and FRANCES faux wool coats are made from 100% recycled polyester (made from post consumer recycled plastic bottles) and have the relevant certifications.

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