



JENNY  KROS
—LONDON—



Press release

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Jenny Kros is a contemporary designer house focused on impeccable quality, craftsmanship and transformability. Our Creative Director focuses on constructive design and functionality and develops products with responsibility and imagination. She believes that ready-to-wear should not only be beautiful and elegant but also emphasize change and growth. Jenny Kros implements innovative ideas by giving special importance to transformability which allows customers to feel free with their looks and become creators on their own. With a wide selection of add-ons - from sleeves to pants, from collars to skirts - our clients can immediately customize and thoroughly change each of our outfits according to their needs and preferences. Through the many styles that Jenny Kros offers, we present transformable designs which allow clients the stylistic freedom they desire without the need to invest in too many clothes and fast fashion trends.

Recognizing the need for a change in the fashion world, Jenny Kros wants to motivate people and industries to engage in a brighter future for our planet with this innovative vision for ready-to-wear. When you buy a Jenny Kros' style, thanks to our wide selection of add-ons, you have many different looks and possible outfits at your hands which is why our clients also save on buying more garments and help the planet. Subsequently, Jenny Kros encompasses a conscious and sustainable approach to fashion that considers the processes and resources required to make clothing by not only choosing high-quality and lasting materials, but by also reconsidering design strategies and creation.

Through this unique exploration of contemporary design and functionality, Jenny Kros creates collections that make luxury a state of mind, but remain accessible to modern women everywhere.

For more information, interview requests and high resolution images:

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