

A woman with dark hair, wearing a voluminous, light blue fur coat, stands in a bathroom. She is looking towards a mirror that reflects her. The bathroom features red mosaic tiles on the walls and a matching red-tiled countertop with two sinks and chrome faucets. The scene is lit with warm, indoor lighting. The word "Jakke" is overlaid in white text across the center of the image.

Jakke



#joinjakke

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.

Jakke

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.

Jakke





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 silk 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 this 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.

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.

Jakke



AW24

INSPIRATION

Introducing our Autumn/Winter collection inspired by the worlds of Wes Anderson and the captivating essence of surrealism. This collection transcends the ordinary, blending the nostalgia of Anderson's iconic cinematic style with the dreamlike, thought-provoking elements of surrealism.

Expect a palette that oscillates between rich, earthy tones and muted hues with vibrant pops of colour. Our inspiration has been drawn from characters within his films where our designs playfully combine unexpected textures and print. Our blue stripe from our knitwear comes from the character Margot Tenenbaum, portrayed by Gwyneth Paltrow in The Royal Tenenbaums movie.

This collection invites you to embrace the surreal, and the extraordinary in your everyday style. The silhouettes are both nostalgic and innovative, drawing inspiration from Anderson's vintage aesthetics while infusing modern cuts and structure. Think our classic fur coats with a twist, combining textures and new fabrics.

Jakke

AW24 WES ANDERSON



AW24

COLLECTION

Our AW24 collection showcases a fusion of vintage and contemporary style, with several notable updates and additions.

A standout piece is seen in BLAKE, the updated Bailey coat, now featuring a button-through closure instead of the previous wrap front design and with a luxurious curly faux Mongolian collar.

A new quality for Jakke is the faux Mongolian. Styles like the ANTONIA take centre stage in this playful shaggy texture, offering a luxurious tactile experience.

The minks offer a sophisticated, classic touch and are inspired by the character Margot Tenenbaum from the Wes Anderson film; 'The Royal Tenenbaums'

Due to the success of VERA, for AW24 Jakke have a wider offering of shearling styles seen in NATALIE, an oversized, reversible gilet and TILDA, our chuck on waterfall-perfect for Autumn walks.

Drawing inspiration from the iconic filmmaker Wes Anderson, the prints in the AW24 collection remain whimsical and fun and match back to the knitwear. Checkerboards are back, cute cherries and bright stripes all feature.

The AW24 collection represents a careful curation of textures, styles, and prints that come together to form essential winter staples. With the thoughtful updates, classic Jakke pieces and the introduction of new textures, this collection offers a range of options that cater for everyone.





- 1. GWENYTH Coat - Honey Mink
- 2. BLAKE Coat - Avocado
- 3. WINONA Mac - Forest Green
- 4. HEIDI Jumper - Red/Apple stripe

- 5. SIAN Jumper - Blue/Avocado
- 6. DAME Shacket- Blue
- 7. KATIE Coat - Checkerboard
- 8. ANTONIA Jacket - Avocado

NINAS

WAD'S

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



Jakke

P. Boddy.

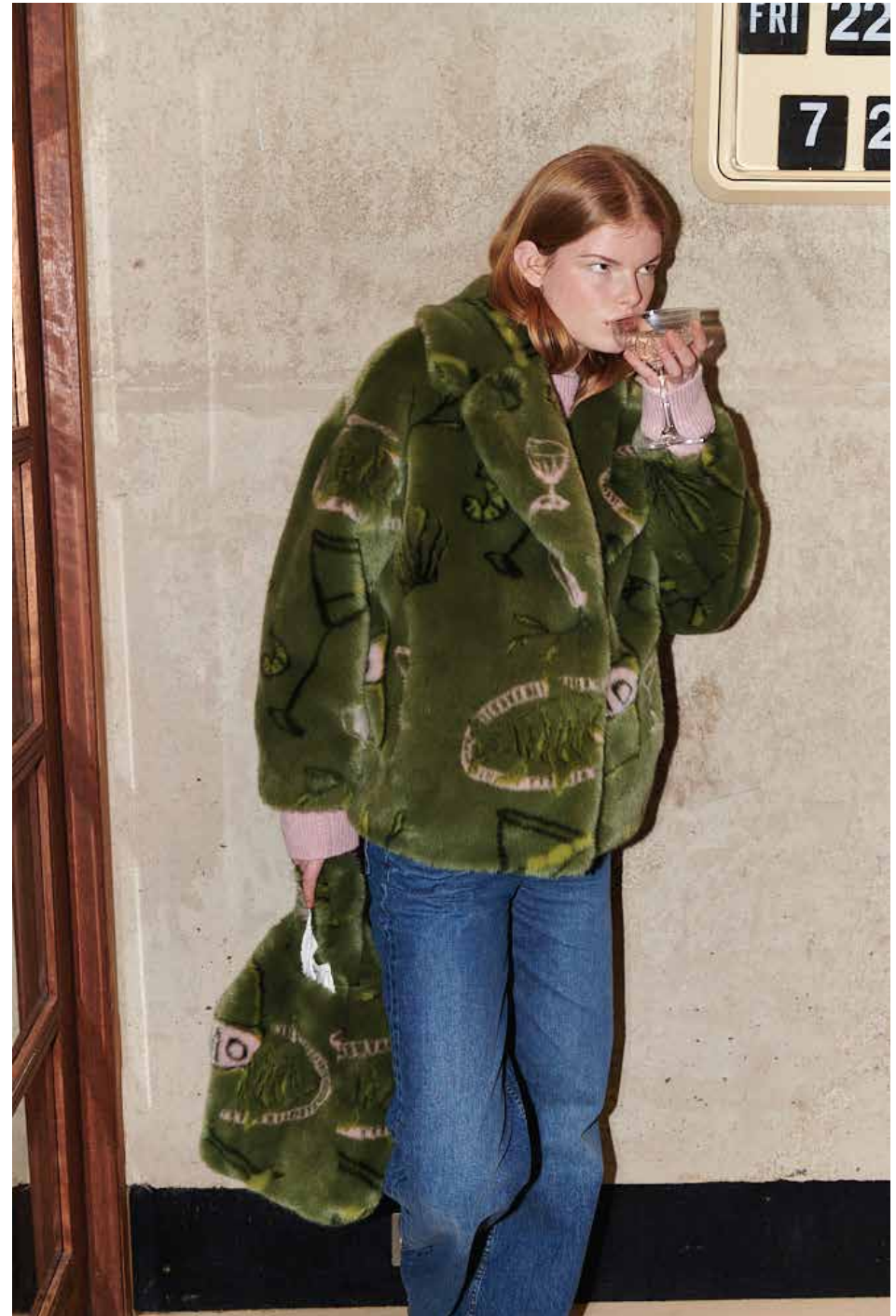
ARTIST

Phoebe Boddy is a London-based emerging artist. Her abstract figurative, expressionist paintings focus on the mundane, weaving exhilarating compositions that celebrate the everyday.

Whether it is a painting of a fruit stand from the market or a bathtub scene, Boddy amplifies the beauty in everyday life through her energised brushstrokes, infused with bold outlines and vibrant colours while often adding a sprinkle of humour through witty text written on the canvas.

*All styles that are part of the artist collaborations have been branded with their own swing tag and back neck labels.

COLLABORATION





ARTIST

Amuse La Bouche is a design studio that specialises in creating distinctive artisan textiles, handblown glassware, and statement ceramics. Design inspiration stems from travels across India with a focus on bold hues and patterns, the products are designed to breathe life into the home.

Founder, Georgie Morley has over 10 years of experience in the retail industry. After designing for various companies, she was inspired to start a new brand that was driven by her passion for bringing people together to share food, celebrate moments and reconnect. Along with her eye for colour and a natural flair for creativity, design is at the forefront of the business.

*All styles that are part of the artist collaborations have been branded with their own swing tag and back neck labels.

COLLABORATION





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





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 faux leather is made from recycled polyester.



Jakke



FAUX WOOL KNITWEAR

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

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



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