



Jakke



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## 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.



# 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 friendly

## 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.

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## 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.



# 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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# SS23

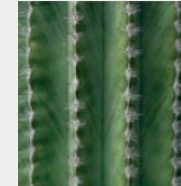
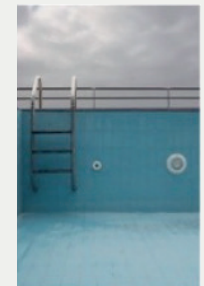
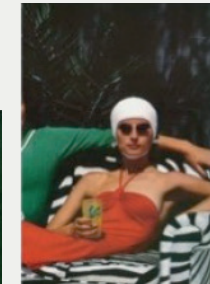
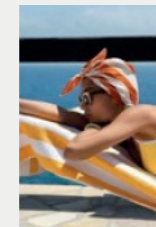
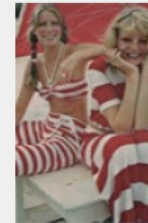
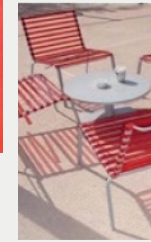
For SS23 Creative Director, Nina Hopkins was inspired by a painting by David Hockney titled 'A Bigger Splash' 1967. He painted this and various other pool scenes in California, a place he loved for the climate and the way of life. He noted that everyone in California was calmer and less tense. "That's how I want people to feel when they wear this collection" Nina says.

She delved further into the Californian way of life. The buildings, the architecture and the nature. There are cactus references throughout the collection displayed on a graphic T-shirt, the abstract cactus print shorts set and the uneven green stripe pattern is a nod to the stripes of a cactus.

The two shades of blue in the collection represent the juxtaposition of a pool against the piercing blue Californian sky.

The collection stays true to its Jakke roots and is 100% Cruelty free and 75% sustainable.

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## Shoes

Jakke are excited to launch footwear for SS23, a category which Nina is super passionate about. Who doesn't love shoes?!

Nina found it difficult to find the perfect shoes for photo-shoots to compliment her designs. She wanted a collection of styles that embodied the Jakke customer. They had to be contemporary, playful, comfortable and feel elevated. Most importantly, they had to be cruelty free.

Nina collaborated with The Curious Treasury, founded by Carrie Cooper, who has over 20 years experience in the footwear industry. Carrie has designed shoes for brands such as Regina Pyo, Alexander McQueen, Bernhard Wilhelm, Karen Walker, Markus Lupfer, Sass + Bide, Jigsaw & the NAP group.

## The Factory

With over 30 years making sustainable high-end footwear in the Agra province in India, the factory is an owner-operated business with the highest standards of manufacturing. They work with the local community by training and bringing economy & growth into the area.

They try to keep their environmental impact to a minimum. Through Texool, they have made shoe bags that are up cycled from discarded hotel linen. Their paper and canvas shopping bags are designed for reuse, and are recyclable. The factory are are mindful of how they segregate waste and have adopted rainwater-harvesting facilities. They are completely free of single use plastic and collaborate with Chintan, a leading environmental justice organisation which keeps them moving in the right direction towards sustainability.

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Sizing is available from 36-41

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# The shoe collection

## Leah:

An artisan hand made cupped foot bed sandal. A signature comfort slide made in a vegan substitute to leather, with extra padding in the foot bed and an attention to creating maximum flex. LEAH is your future classic wardrobe staple. All of the collection is available to buy, with or without the iconic Jakke fur.

## Ramona:

Our unique interpretation of a fisherman sandal made in a vegan substitute to leather featuring a unique, modern flat form sole that has a back kick up, to avoid scuffing. Our attention to comfort is within our inbuilt extra soft foot bed. All of the collection is available to buy, with or without the iconic Jakke fur.

## Ella:

Your new favourite Toe Post Slide made in a vegan substitute to leather, featuring a padded comfort moulded foot bed and soft faux fur piping to colour pop this essential piece for your summer wardrobe.



# We're changing

We are refining the Jakke brand with revised and elevated logotype for launching SS23.

We wanted an evolved version of the existing brand, with clearer definition of who we are and a more confident, impactful and flexible logotype that doesn't dilute our identity and personality.

The logo was designed by Tim Wan who has worked with super cool brands such as Nanushka. Tim has designed a beautiful contemporary neo-grotesque typeface with an (extra) tall x-height.

All of our branding moving forward from SS23 will incorporate this new typeface.

We hope you love it as much as we do!

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## Ninas WAD's

Ninas WAD'S (Without A Doubt) are the essentials that our customer need in their lives! The key styles you need to build your perfect summer wardrobe. They are also emotional pieces that make you feel special.



## Ninas WAD's

1. RILEY DRESS blue tiger
2. AVA DRESS black stripe
3. GIANNA SHIRT pink
4. OAKLAND SKIRT hot pink
5. SUNSET T-SHIRT
6. HARLOW SHORTS hot pink
7. BUTTLE skirt Black
8. FAY KNIT green stripe
9. MEL BOMBER black
10. GAIL GARGO PANTS beige
11. HENNI COAT beige
12. EMMA SHIRT blue stripe
13. WILLOW TROUSER blue stripe

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# Recycled Polyester

The AVA dress, LEYTON shirt and WILLOW trousers in the black stripe are all made from 100% recycled Polyester (from recycled plastic bottles).

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.



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# Organic Cotton

There are various sustainable cottons available, but, if you want to be sure what you are buying is grown in a truly sustainable way, certified organic cotton is the best option. 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. All of our cotton styles, T-Shirts and knitwear are made from organic Cotton.



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# Tencel

Tencel is a natural fibre made from wood pulp – usually from eucalyptus, beech, birch and spruce trees. TENCEL™ branded fibres 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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[www.jakke.co.uk](http://www.jakke.co.uk)