



In the middle: Maxjenny Forslund surrounded by her designs.

Maxjenny Forslund: To the max

By Jenny Olsson | Photos: Maxjenny Forslund

She has dressed Madonna, designed carpets for IKEA and shown her furniture at major international design shows. Based in Copenhagen, this Swedish fashion designer now creates a buzz around her colourful, patterned, original creations. For Maxjenny Forslund there are no boundaries. Rather the opposite.

Since graduating from the Danish School of Design in Copenhagen in 2003, she has been in great demand for her avant-garde creations. Starting out as a furniture designer with a range of tactile products including carpets, textiles and furniture, Maxjenny Forslund is today one of Scandinavia's most innovative new fashion designers.

You could say that her career was meant to be. Born and raised in the small village Vik in the Swedish countryside in Scania, and now residing in the bustling metropolis Copenhagen, this 36-year-old autodidact grew up in a very creative home. Her

mother, Margareta Forslund, is a textile/clothes designer and her father, Owe Johansson, an industrial designer and silversmith. Strong-willed already as a child, Maxjenny chose to go her own way and has managed to create a completely unique style under her eponymous brand MAXJENNY.

She describes her design as innovative and feminine, timeless and generous without losing that high fashion touch. Her specialty is experimenting with the fabric's own will, bringing forward bold graphic shapes and drapings that enhance and embellish the female body. Nor does this multi-creator fear strong accentuating colours or using sustainable material or printing techniques such as dye sublimation and screen printing.

And she is a busy lady. Barely having closed last season, trying to complete the sales for the coming spring, and in the midst of ordering fabric for the autumn

2011, Maxjenny Forslund finds herself in a euphoric state of mind.

What drives you in your work?

I want to invent that "soup bowl" again. There are so many designers making stuff that we've seen already, they just add a new touch to it. Of course there are distinguishing shapes in my design too, but I want to make new things. You have to challenge yourself all the time. But it is not easy!

Every designer has their own creative process. Tell us about yours!

Our collections run continuously and are not seasonal and that feels very liberating. I start by looking at previous collections and pick parts that I like. This forms the small basis which is the hotbed for the coming collection. Then you just start adding to it.

We drape the fabric straight on to the lay figure or the body and see how it moves. I



try to work as “voluminously” as possible with wings and flounces, and then combine it with something really tight. I think volume is very beautiful.

You have designed a collection made purely out of old PET bottles. What are your thoughts on recycling and sustainability?

Already from the beginning I started working with extremely durable models, shapes and fabric. So, that is not new to me. Recycled material is a really interesting area where I constantly search for new material. I work with highly technical, intelligent fabric such as bamboo, coconut, fabric made out of PET bottles or old cassette tapes. On the softer side, we adamantly try to bring forward durable viscose together with different manufacturers. We also try to keep the wastage as low as possible. Out of left-overs from the PET fabric I make MAXJENNY for Minis, rain ponchos for small kids. And we make really yummy necklaces from jersey left-overs. So everything sort of emerges into a higher unit.

In your design you often use strong, accentuated colours. What does colour mean to you?

Colour to me means boosting myself, getting that energy. In our jackets and coats we use a lot of colour but we also have a

black collection with only black and gray. Myself, I almost exclusively wear black, but I think it is absolutely smashing to combine it with a dashing hot colour on your shoes, your coat or your lips. Colour is invigorating, energizing, and we need that.

For spring/summer 2011, wings, drapes and squares are the forms of inspiration. Tell us more about the MAXJENNY collection soon to be out.

We continue on the chosen route. There will be a lot of beautiful black; we’ve added a really nice creamy grey nuance.

We’ve got blue and red. In the jackets we have added two large prints, one kaleidoscope and one zebra à la MAXJENNY, which looks really hot. It is still my lines with a lot of volume and draping. Aesthetical yet a bit crazy. I am devoted to my design and I don’t think I will ever stop this concept.

For more information visit www.maxjenny.com

QUIRKY FACTS ABOUT MAXJENNY FORSLUND

- Maxjenny’s big break-through came in 2006 when pop icon Madonna chose her eccentric jackets and silver coloured bikinis for the video of the song “Sorry”. The year after, Maxjenny successfully launched her first fashion collection under her own name.
- Her favourite colours are bright grass-green, shocking pink and strong, shiny orange. “Nude tones are just not my thing. When it gets too natural and plain it gets boring.”
- Maxjenny lives in Copenhagen, is married to the art director Lars Svensson

with whom she has a soon to be 3-year old daughter. When not working she enjoys spending time with her family, attending art exhibition openings, having a beer and dining out, or looking for bargains at flea markets.

Shop MAXJENNY

Maxjenny Forslund’s clothes can be found in her store Kompagni29 on Kompanistraede 29 in Copenhagen.

MAXJENNY is also sold in selected stores in Denmark, Norway, Germany, Holland, UK, China, Italy, Japan and the US.