

For Immediate Release

Jonny Johansson Coming to Vancouver



Acne studios Jonny Johansson showing Resort Wear 2016 at The Want Apothecary

December 3, Vancouver BC- Jonny Johansson will be presenting his Resort Wear 2016 line for lucky VIP viewers at Vancouver's The Want Apothecary. Johansson is the creative director and founder of Acne Studios. The special appearance will let Acne Studio consumers have a first look at the resort wear, and have a chance to get to know the brand better. The Want Apothecary is located in the heart of downtown Vancouver on Granville St. It will take place in the afternoon accompanied by drinks and appetizers.

The event beginning at 3 pm at 2956 Granville St will be attended by VIP clients, those on the Acne Studios mail list, and the chosen winners from Acne Studios' social media campaigns. It will be a small intimate evening with Johansson as he presents his Resort Wear Collection. The quaint store and crowd gives those in attendance many opportunities to ask their most thought about questions to Johansson during the Q&A. Following the Q&A will be catered drinks and appetizers with Johansson still in attendance.

Acne Studios has always been known for the high quality fabric and tailoring which effortlessly continues in the Resort Wear collection. Drawing inspiration from *Marella Agnelli: The Last Swan* he sketched with the modern Acne girl in his mind. "The clash of colors, the geometric shapes, that element of DIY—she's an expressionist," states Johansson. "There's a feeling of freedom, but at the same time there's naivety and a toughness to these clothes, which I love."

Natalie Rigg from Vogue has a favourite item of the Resort Wear Collection... "undoubtedly the trench coats, which Johansson had skillfully deconstructed in finely bonded linen and air-soft red leather." Perfect for the local Vancouverite!

Being the first appearance by Johansson in Vancouver this VIP event at The Want Apothecary is a moment in history and a great opportunity for Acne Studio followers to meet the creative mind behind the brand.

For more information, images, or to arrange an interview please contact:

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