

style in progress

wo-men's fashion

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**“We Love Fashion!
We Change Fashion!”**
Daniel Grieder

Life at the Core. What Makes City Centres Viable.
The Magic of the Human Touch. Why Retail Has a Bright Future.
New New Menswear. Everything Else Is Yesterday's News.





Celebrating premium streetwear and its increasing relevance in fashion: Jens Christensen's Akenz is a monument to innovative fashion retail.

Akenz/Shanghai

A Chance for Reflection

Photos: Peter Dixie for Lotan Architectural Photography

Jens Christensen demonstrated pioneering spirit back in 2016 when he opened the first Akenz stores in Shenyang and Shanghai to present Scandinavian luxury streetwear in a multi-label format. When the newly designed shop opened in Shanghai's TX Mall in early summer 2020, the radical lockdown had just ended. For Christensen, it was the perfect time to look ahead with a progressive range and a new store design: "2020 was definitely a challenge for the retail sector, but also an opportunity for us to reflect. We believe that authenticity in presentation is important. Although we sell high-priced designer products, we all have a close affinity to street culture and hip hop, which is why we have designed our store accordingly." Christensen expresses his optimism regarding current challenges by concentrating on products that transcend trends. "Our motto is authenticity over hype. That means staying true to our style, remaining committed to our approach, and showcasing unique designers. An increasing number of our customers are showing very profound interest in technical details and innovations in production, so we deliberately select designers and brands that are pioneers in these areas and are promoting innovation in the industry."

Akenz, Middle Huaihai Road, Huangpu District, Shanghai/China, www.akenz.com



The Akenz skate park in Shanghai interprets streetwear as a tribute to the authenticity of urban youth cultures.

