



GRITSFELDT

WEAR YOUR VOICE

PROFILE

"With an unapologetically bold and disruptive character, we are challenging the norms and shaking up the status quo." Driven by a passion for fashion, levgen Gritsfeldt, envisioned Jade Gritsfeldt, a brand that would challenge conventions, ignite imaginations and redefine what it means fashion. With this vision in mind, in 2012, he embarked on a journey to dismantle existing paradigms and tear up the rulebook, empowering individuals by unlocking their untapped potential through distinctive and unconventional clothing. Our clothes act as powerful symbols of strength, uplifting and inspiring individuals to boldly and authentically express themselves with confidence. Our fully dedication lies in nurturing a community of individuals who embody a profound passion for self-expression and personal development.



GRITSFELDT

Risiken und Ertragsaussichten

UNIQUENESS

Uniqueness is more than a value – it's ingrained in our DNA. We defy social norms and embrace individuality, empowering people to confidently express their true selves. Each creation serves as a powerful message, allowing individuals to proudly carry their voices.

Our unwavering commitment to uniqueness fuels limitless creativity and encourages experimentation throughout our design process. This dedication leads to genuinely original

collections that challenge the boundaries of the fashion industry. In a world often constrained by conformity, Jade

Gritsfeldt

celebrates the beauty of every individual, inspiring them to unleash their inner voice by breaking free from societal norms.



GRITSFELDT

SUSTAINABILITY

Sustainability is our mission. We want to designing a better future for all of us, celebrating life in all its forms. Through smart technology, we create products that are not only sustainable but also beautiful. Our approach involves incorporating as many recyclable elements as possible and minimizing our carbon footprint. Sustainability is the core of everything we do.

We aim to go beyond making a fashion statement for individuals; our goal is to make a powerful statement of respect for our planet. Jade Gritsfeldt is spearheading a movement towards a brighter, cleaner, and more beautiful future for all.



GRITSFELDT



COURAGE

We are not afraid to be a game changer in the fashion industry, because we are drive by ethics and fairness. We embrace change and we are not afraid to shar our position, especially when it comes to social issues. Courage is key to making a difference, and this is reflected in our designs, which carry important messages and elevate individuals to share their voices.

By empowering employees, partners, and customers to stand up for what they believe in and what is right, in Jade Gritsfeldt, we create a constructive and positive culture where everyone can thrive and express themselves.



GRITSFELDT

AM UNCONVENTIONAL N AVERICK FASHION DESIGNER

levgen Gritsfeldt is one of Ukraine's fastest-growing and most popular fashion brands. With a strong emphasis on women's and men's wear, as well as accessories, the brand has been a consistent participant at Ukrainian Fashion Week since 2012, and has also engaged in other international projects. What distinguishes Jade Gritsfeldt is its unique approach to fashion, seamlessly blending haute couture with abstract and conceptual ideas to create unexpected combinations of color and texture. The brand's style is characterized by intricate cuts, designer prints, embroidery, and a commitment to exquisite craftsmanship and sculptural elements. However, it is not solely the garments that make this brand extraordinary. Jade Gritsfeldt strives to create wearable art, representing the perfect harmony between the human body, clothing, and meaningful messages. It serves as a medium for self-expression, giving voice to your individuality.

“Courage is about accepting yourself for what you are and allowing yourself to experience the full range of feelings and emotions.”



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The background of the image is a dark, textured surface, possibly fabric, featuring a repeating pattern of the word 'KYIV' in a stylized, serif font. The text is rendered in two colors: a vibrant red and a bright white. The letters are arranged in a staggered, overlapping manner, creating a sense of depth and movement. The red text is more prominent, while the white text provides a subtle contrast. The overall effect is a visually rich and textured backdrop for the central text.

BRAND IMPRESSIONS

LATEST SHOWS



PROJECTS AND COLLABORATIONS



BARBIE



LOUIS VUITTON
HARPER'S BAZAAR



HUAWEI



GRITSFELDT

CLIENTS AND CELEBRITIES



VARIETY WITH EACIEHC EP

A SELECTION OF JACKETS

"THE WAY WE CREATE CLOTHES PERMEATES THEM WITH POETRY. POETRY IS ALWAYS ABOUT THE STATE OF THE SOUL, AN ESSENCE OF A FEELING. AND I LIKE TO DRESS PEOPLE IN FEELINGS, NOT IN CLOTHES."



Vibration of Love
Bomber Jacket



Naked & Proud
Bomber Jacket



Stay United
Jacket



Tiger Claw Bomber
Jacket



Love Arises From
Love Bomber Jacket



GRITSFELDT

PRESS

PRINT

DIGITAL



Men's Uno (Hong Kong)



Schön! Magazine



Cosmopolitan Ukraine



Pairs



Grazia



Vogue



Harper's Bazaar Ukraine



Harper's Bazaar China



Harper's Bazaar Ukraine



Vanity Fair



F.Y!



FASHION
Network



Pink Magazine Ukraine



Marie Claire (Hong Kong)



Zink Magazine



Forbes



Runway



Berliner Zeitung

SOCIALS



42K
Instagram
followers



44,8K
TikTok
followers



YOUNG AVANT-GARDE DESIGNER JADE GRITSFELDT
LIKES TO SHOCK THE PUBLIC ON SOCIAL MEDIA WITH
HIS POINT OF VIEW AND HIS LOOK.



GRITSFELDT

A woman is walking towards the camera in a long, brightly lit stable aisle. She is wearing a blue denim dress with a white lace-up detail down the front, white boots, and a large, flowing purple cape with gold and red patterns on the edges. She is also wearing dark sunglasses. Her arms are slightly out to her sides. The stable aisle has white walls, wooden doors, and metal bars on the right side. The floor is a light-colored concrete or dirt.

EVERYBODY SHOULD HAVE THEIR OWN JADE

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