Ganni and Juicy Couture team up for a Y2K-inspired collection

By Triana Alonso - March 31, 2022

2000s nostalgia takes center stage in Ganni’s latest collection. The Danish accessible luxury brand has teamed up with Juicy Couture, LA-based lifestyle brand, to create an exclusive collaboration. The capsule comprised of 13 pieces is set to launch on March 30 and will be available in Ganni's physical stores and via Ganni's and Juicy Couture’s respective online stores.

The iconic velour tracksuit, the American brand's flagship product synonymous to pop-culture it-girls, has now been reinvented together with Ganni. In its "most responsibly produced iteration yet," the jacket and sweatpants set (priced at €195 and €175, respectively) are made with a mix of recycled polyester and certified organic cotton.
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The two-piece ensemble available in black, beige, and blue is further enhanced by the intertwining of both brand’s logos encrusted with rhinestones, and at times reinterpreted into the shape of a heart. The style additionally pervades two caps, a t-shirt, leggings, a top, dress, and even a handbag that complete the exclusive capsule collection, fusing the comfortable silhouettes of Juicy Couture with the colorful and sustainable nature of Ganni. As for the prices, they range from €95 for the logo cap to €295 for the fitted midi dress.

"There are few fashion pieces in the world that are as easily recognized as Juicy Couture's velour tracksuit - it's truly a piece of pop culture history and I am super excited for Ganni's take on it," enthused Ditte Reffstrup, creative director of Ganni.

"Being able to work with them on making the most responsible version yet was a great extra layer to the collaboration," she added, mentioning how the collaboration’s end goal was none other than to keep the “2000s mood and LA vibe” and blend them with Ganni’s "contemporary Scandi feel."
Founded in 2000 by gallerist Frans Truelsen and relaunched in 2009 by Ditte and Nikolaj Reffstrup, Ganni is present in over 600 retailers worldwide and on its own e-commerce site, as well as through its network of 37 mono-brand stores in the United States and Europe. Two stores were recently inaugurated in Paris just a few days ago in two strategic locations: at 118 rue Vieille-du-Temple, in the heart of Le Marais, and rue du 29 Juillet, in the upscale neighborhood of rue Saint-Honoré. Today, the Danish cult brand has offices in Copenhagen, London, Paris, New York, and Shanghai. With a stake held by the L Catterton private-equity firm since 2017, the brand plans to open a flagship store in China during the third quarter of the financial year.

Acquired by the American conglomerate Authentic Brands Group in 2013, Juicy Couture offers a wide range of casual apparel for women, girls, and babies, as well as handbags, shoes, intimates, swimwear, and jewelry. The brand is available in 60-plus freestanding stores and select department stores in approximately 94 countries and boasts a fragrance line available in 25,000 points-of-sale.