

# ACHILLES ION GABRIEL

## ACHILLES ION GABRIEL ANNOUNCES THE LAUNCH OF HIS NAMESAKE BRAND ACHILLES ION GABRIEL

The brand will present its debut autumn-winter 2024 collection on January 11th, 2024 in Florence, Italy, as debut collection at Pitti Uomo 105 before presenting at Paris Men's fashion week, later in January 2024.

The collection will be fully immersive and consist of gender-neutral ready-to-wear, footwear and accessories.

“I am very excited to debut the first ready-to-wear collection of Achilles Ion Gabriel and share my creative vision at Pitti Uomo. It's an honour for me and my team and we cannot wait for January”. - *Achilles Ion Gabriel*

“We are very happy that a young, cool and important brand like Achilles Ion Gabriel chooses to debut its collection at Pitti Uomo, in an edition full of special events”. – *Lapo Cianchi, head of communication and special events at Pitti Immagine.*

Achilles Ion Gabriel will only be available on its own website and at a select number of prestigious global fashion retailers.

### **Biography**

Achilles Ion Gabriel is a Finnish-born designer. He studied footwear design in Finland before launching his namesake shoe label in 2012 in Paris while consulting for brands such as Marni, Sunnei and Marimekko. He was appointed creative director of Camperlab in June 2019 and Camper in August 2020 and was awarded designer of the year at the 2022 Premios Icon ceremony by Icon El País in Madrid. In addition to his ongoing role with Camper and Camperlab, 2024 sets the beginning of a new endeavour and the launch of a new Paris-based namesake brand Achilles Ion Gabriel, designing gender-neutral ready to wear, footwear and accessories.

Achilles Ion Gabriel was invited to show his debut collection in Florence as debut collection Pitti Uomo 105 on January 11, 2024. He works from the Camper HQ in Mallorca and from Paris.