

ANNIKA RASMUSSEN'S

of movement





What moves us?

What energizes us to create lasting momentum?

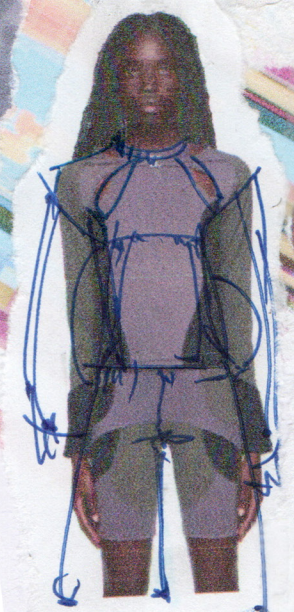
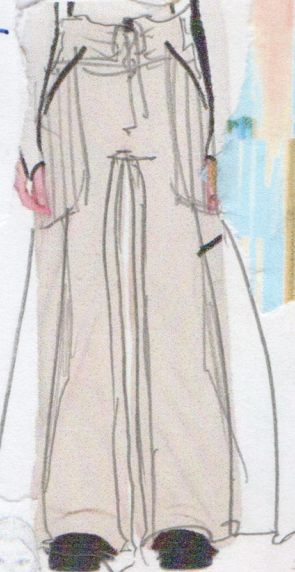
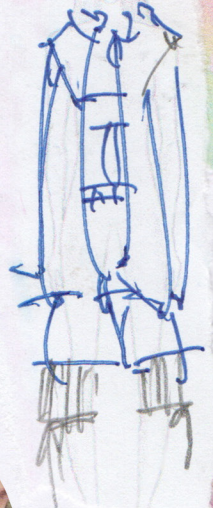
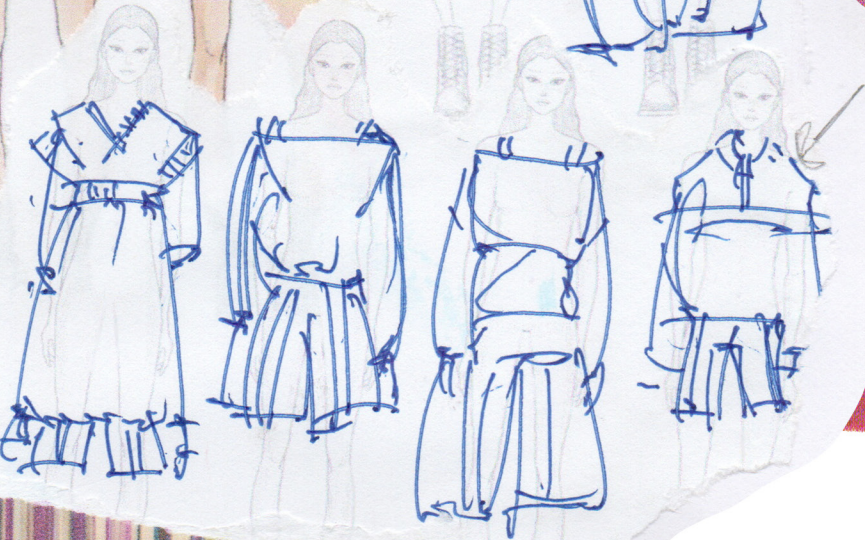
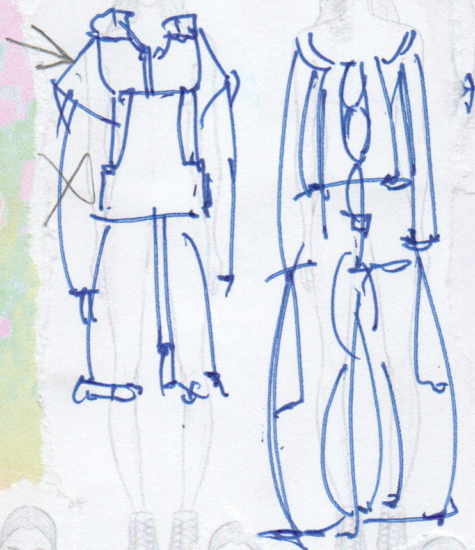
"A resurgence of movement-based disciplines like various genres of dance emerge out of our collective frustrations and stagnancy over the past few years, as research shows the benefits on both our physical and emotional well-being. As we move forward, consumers are seeking somatic connection as a way to reconnect with the mind, body, and spirit.

Key to a movement-focused lifestyle is product that enhances the experience of the consumer, with elements like **adaptive mobility** driving accessible design innovation or **sensual basics** that are **lightweight and layerable** for fluid styling opportunities. Design updates like engineered motion creates new silhouettes through **draping, tactile surfaces and color** that elicit an **effervescent aura**, and intricate details that speak to our evolving curiosities and inject energy into the season.

Ultimately, a desire for connection moves us to express ourselves in a free flowing manner without restraints. Tender tactility brings emotion to the surface both mentally and physically, while a freestyle approach to design is a way to extend the experience to your community for amplified fulfillment."

via FashionSnoops

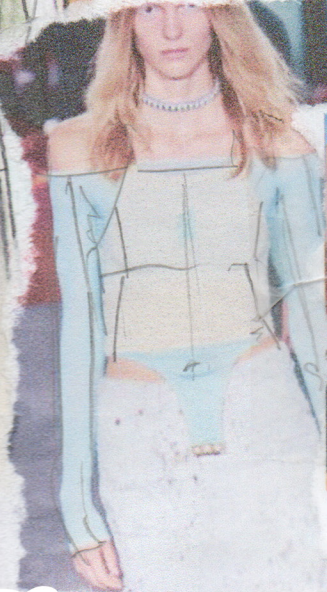
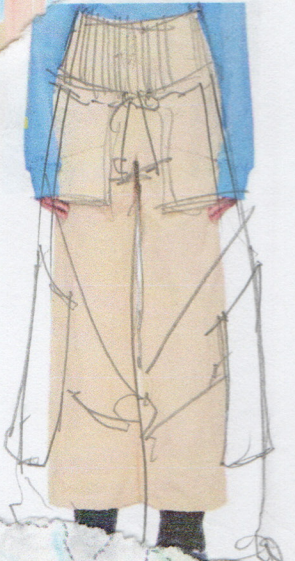
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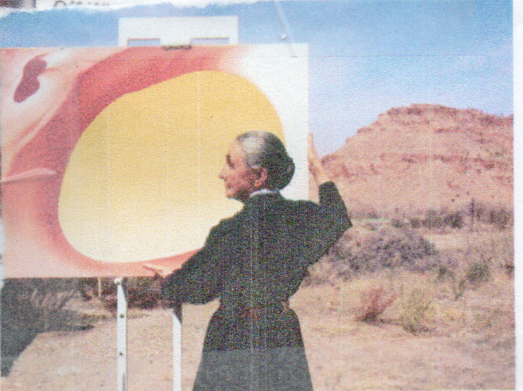
AN APPLE A DAY



SNOW PEAK Beige Takibi Overalls \$176 #2235



OUTDOOR VOICES





FP MOVEMENT
SPRING
SUMMER
2023

greater
interest
now in
more functional
design
post covid
comfort
wellness >
movement >

ease of
motion

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zip to
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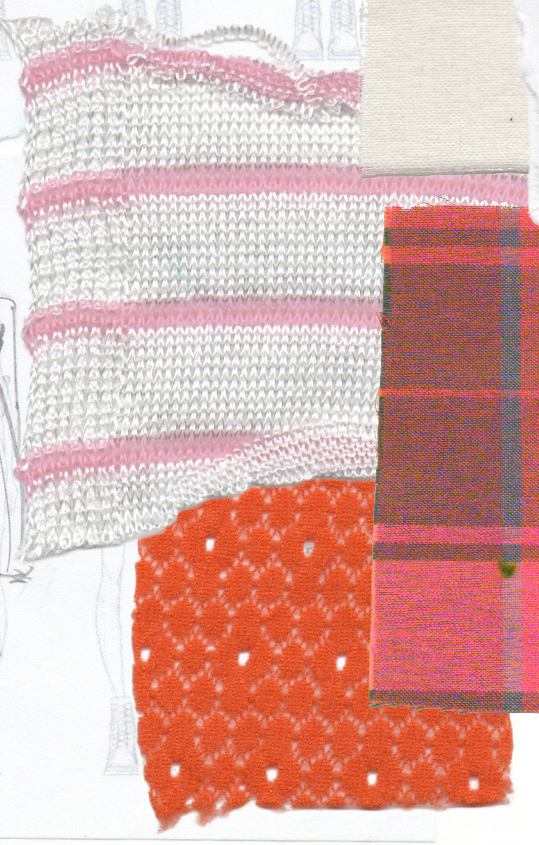
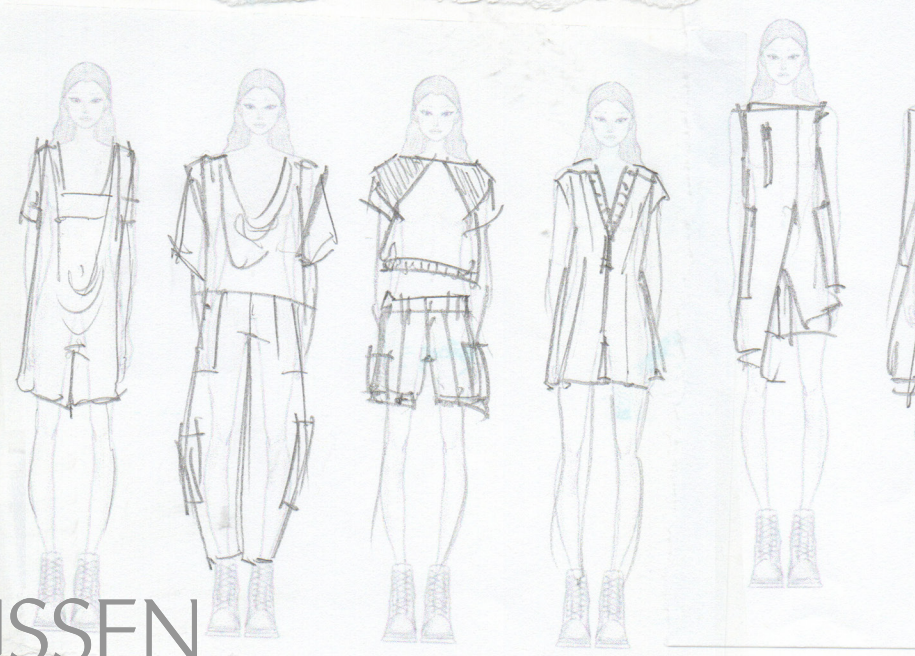
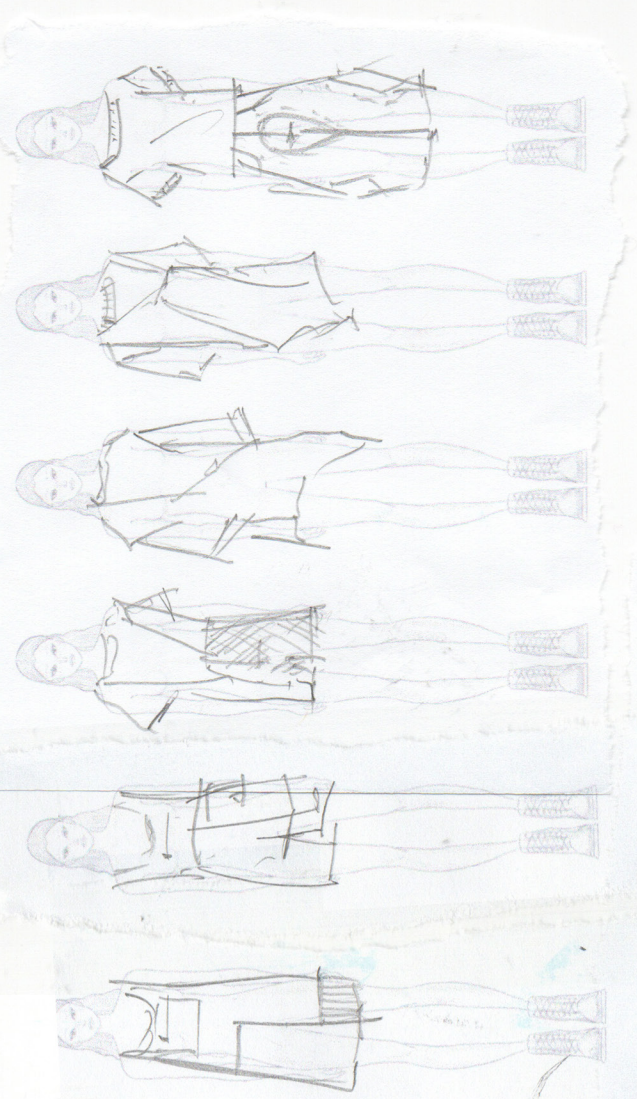
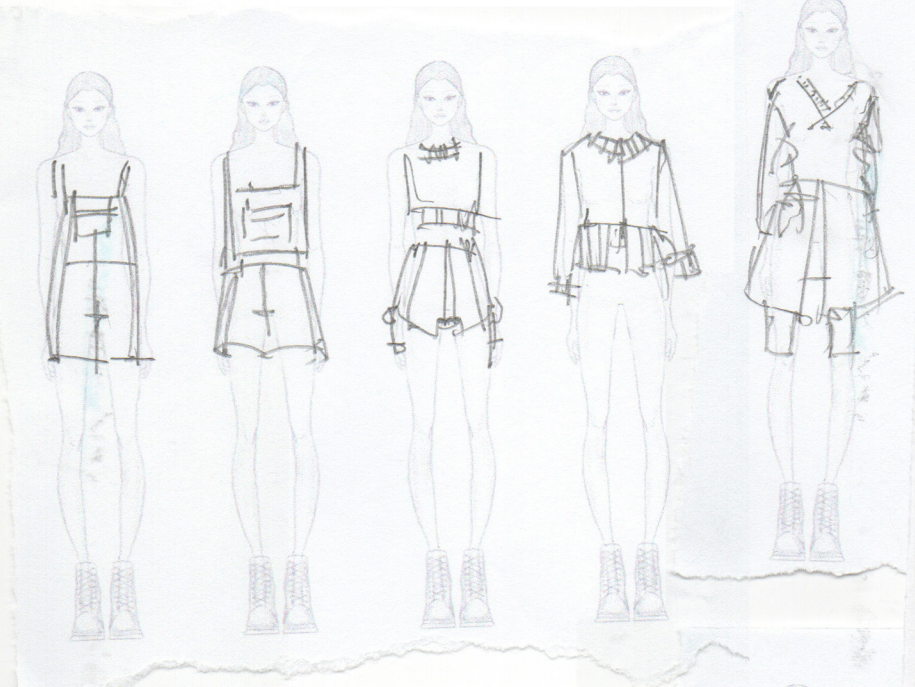
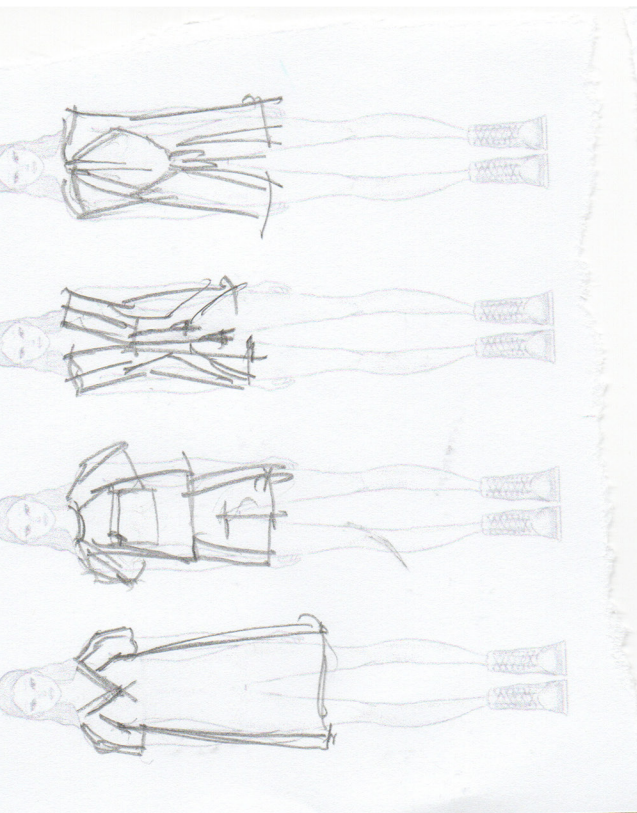
running
pocket
for keys

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ANNIKA RASMUSSEN

movement





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