

Enduring Forms at 3daysofdesign

Aesop & OTHER MATTER

From 10-12 June, Aesop is unveiling a new iteration of Enduring Forms, the brand's ongoing exploration of sustainable design, for 3daysofdesign in Copenhagen. This initiative is part of Aesop's continued collaboration with the pioneering Australian materials studio OTHER MATTER—a story of shared philosophies. It stems from a common desire to nurture sustainable practices, and an appreciation for nonconformist design.

Over the course of 3daysofdesign, Aesop stores in Copenhagen will host a variety of events and installations. At Aesop Nyhavn, OTHER MATTER's algae-based bioplastics will take the form of oversized product silhouettes, rendered in a pale green to showcase the brand's Parsley Seed Skin Care range—formulations tailored to city skin, which consultants stand ready to introduce at the basin. Aposē, our first lamp for the home, designed by our in-house architects and revealed earlier this year in Milan during Salone del Mobile, will also be on display. At Aesop Kronprinsensgade, decals in the same proprietary bioplastics are applied to the store window—visitors are invited to peel off a piece resembling a tube of Parsley Seed Cleansing Masque to take home with them.

The unique decals can be reused or reprocessed following each application, resulting in a self-sustaining closed-loop system. In fact, OTHER MATTER founder Jessie French will lead a talk at Aesop Kronprinsensgade to discuss the process of creating a new leather-like material, made in part by re-using algae-based bioplastics used for previous Aesop window installations.

For this year's edition of 3daysofdesign, French will present the leather-like fabrication, which offers the possibility of a future where retail window signage can exist in a fully closed loop. A selection of furniture pieces using the new material by Jessie French will also be on show at 3daysofdesign's Latitude exhibition, an independent showcase of Australian contemporary designers.

Aesop will also host a podcast recording of Material Matters with Grant Gibson, a conversation that will include Jessie French and Rebecca Lawson, Aesop's Global Head of Sustainability.

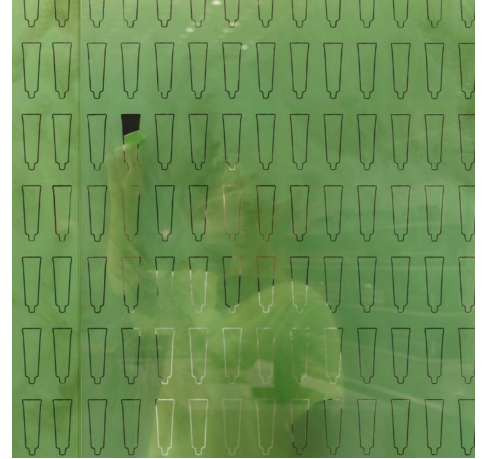
For those not in Copenhagen, stores in other European cities will feature OTHER MATTER window vinyls concurrently, showcasing Aesop's anti-oxidant-rich Parsley Seed Skin Care formulations:

Aesop Francs Bourgeois – Paris

Aesop Saint Honoré – Paris

Aesop Montmartre – Paris

Aesop Corso Magenta – Milan



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About Aesop

Since 1987, Aesop has blended prized essential oils with scientific ingredients to create formulations for the skin, hair, body and home which unite pleasure and performance—transforming daily acts into moments that nurture the skin, senses and spirit. From its deep reverence for literature to stores that are uniquely designed to reflect each locale, Aesop seeks to provide moments of respite and reconnection. Aesop is a Certified B Corporation™ and its products are Leaping Bunny approved—all formulations are cruelty-free and never tested on animals. Originally founded in Melbourne, the brand now has stores in many cities across the globe. Products are available at aesop.com, in Aesop signature stores and department store counters, and from select like-minded retailers across the globe.

aesop.com