



JET SET is reborn under Creative Director Michael Michalsky

JET SET, the pioneering luxury skiwear brand founded in St. Moritz in 1969, announces its forthcoming relaunch under the creative direction of Michael Michalsky, who will lead all product design and brand experience to reconceptualize JET SET as a genderless, performance-inspired global sportswear label for the millennial-minded.

Michalsky's vision for JET SET debuts with a bold, graphic brand flag that is rooted in the archive and ties to the label's Swiss-German heritage yet is executed in a modern color palette of orange, black, and white.

Michalsky will lead the design of new collections to be delivered in strategic seasonal drops focusing on skiwear, sportswear, and essentials. The archive will be central to the development of these ranges, and Michalsky's approach will be curatorial and will transform the design language of the brand. He will select pieces, colors, and graphics to be reinterpreted using the innovations and aesthetic language of today.

JET SET was a brand for a staple of icons, from Grace Kelly to Gunter Sachs. It invented the luxury sportswear market and revolutionized functional skiwear with its choice of colors, development of innovative fabrics, and use of vivid, striking graphics. This confident aesthetic is today uniquely positioned to speak to a global tribe of curious, passionate people of any age or gender and shows that JET SET is forever.

Michalsky says: "I am deeply honored and excited to present a modern vision of JET SET, which created a blueprint for the sportswear market almost 50 years ago. The style and the fabrications that JET SET pioneered continue to influence fashion design today. I see my job as two-fold: reintroducing this brand to those who once adored it and introducing it to a brave new generation of globally-minded consumers."

JET SET CEO Myriam Mele says: "JET SET once owned the luxury sportswear market, and we believe that, under the direction of Mr. Michalsky, it can do so again. This is an innovative brand that was ahead of its time in so many ways, and more consumers than ever are seeking the authentic stories and confident products that JET SET offers."

Michael Michalsky is regarded as one of Germany's most influential fashion designers. Until 2006, he served as the global Creative Director of adidas, where he, among other



achievements, oversaw the launch of Y-3. In 2006, he was named Creative Director of German luxury icon MCM, where he served until 2018 in several positions. The Berlin based Designer is the founder and designer of his own label, MICHALSKY, and the Haute Couture collection, ATELIER MICHALSKY. Over the years, he has been recognized with numerous internationally renowned design awards, including Red Dot and GQ Designer of the Year, among others.

Michael Michalsky's signature will be visible from now on with the relaunch of the JET SET logo. His first collection will debut in Paris with the A/W 2019-20 season.

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