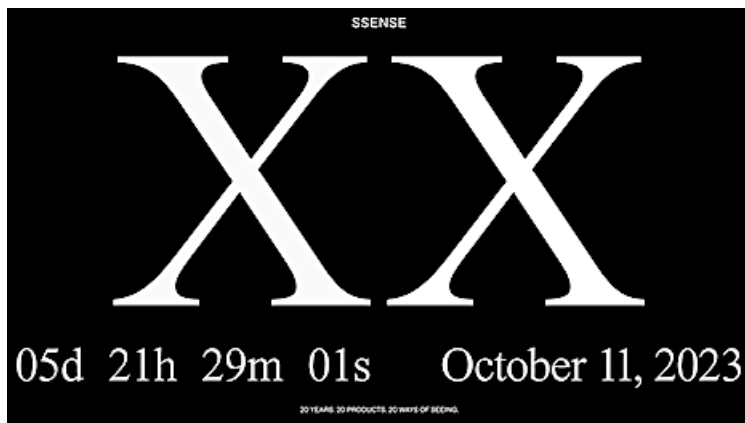


RETAIL

Celebrating 20 years, Ssense to launch limited-edition designer drops

October 5, 2023



The platform is introducing *Ssense XX*

, a lineup of collaborations that tap figures who have made a mark on the brand since its founding. Image credit: Ssense

By LUXURY DAILY NEWS SERVICE

Canadian fashion retailer Ssense is revealing a new project.

In honor of its 20th anniversary, the platform is introducing *Ssense XX*, a lineup of collaborations that tap figures who have made a mark on the brand since its founding. The company will drop 20 limited-edition items that will exist on a new microsite, partnering with designers such as Jil Sander and Thom Browne on the initiative, launching Oct. 11 and running through Nov. 7, 2023.

"While many heritage brands use an anniversary to be retrospective, we're using Ssense XX to look forward, by creating something new and special alongside our network of creatives who have played an influential role in shaping who we are today," said Daniel Habashi, chief customer officer at Ssense, in a statement.

"Through Ssense XX, we're continuing to push the conversation around fashion, community and culture forward through product, content and experiences."

Turning up

Aside from the aforementioned, the retailer will work with The Elder Statesman, Acne Studios, Martine Rose and The North Face, among others.

"032C," who Ssense has worked with before ([see story](#)), is one other creative getting involved with the contemporary retailer's celebration.

Introducing SSENSE XX, a program of 20 projects celebrating SSENSE's 20 years in operation. SSENSE will unveil 20 exclusive product drops with creative collaborators, engaging some of the most important minds in design to create something new and special, exclusively on SSENSE. pic.twitter.com/hr6VYIbOLS

SSENSE (@SSENSE) [October 4, 2023](#)

The interactive Ssense XX microsite will host each of the 20 shoppable releases. These will live alongside cocreated digital content items that focus on the user experience.

Products and content will go live at xx.sense.com and on Instagram, with exclusive merchandise available in limited quantities starting on Oct. 23 at ssense.com and through the Ssense mobile app.

The Montral flagship store will also host in-store installations that feature the creations, allowing customers to engage with the platform in person.

Located at 418 St. Sulpice Street in the city's Old Port neighborhood, Ssense has set up an interactive display that wraps the five-story building's exterior, upon which content will be projected from Oct. 11 to Oct. 25.

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