

## Coloreel and maxjenny! launches colorful collaboration

Coloreel, with its unique technology for digital dyeing of textile thread on-demand for more sustainable and creative embroideries, launches new colorful collaboration and collection with maxjenny!, a luxury clothing label based in Copenhagen, Denmark.

The collection includes a selection of dresses embroidered with a custom logotype design placed on the silhouette of the dress. The logotype embroidery is designed with multiple-point gradients to create a graffiti spray paint effect that would not be possible with traditional embroidery. The Maxjenny! Coloreel graffiti dresses were recently premiered on the catwalk at Orange County Fashion Week in partnership with LA Fashion Week in-front of California's fashion elite.

The Coloreel graffiti dress is available to purchase at maxjenny's flagship store in Stockholm, Sweden and online at [maxjenny.com](http://maxjenny.com)



*"I love how colours can leave an imprint and I am always looking for new ways to enhance and develop the Maxjenny! brand, so learning about Coloreel and the design possibilities the technology presents both creatively and from a sustainability aspect was very inspiring.",* says Maxjenny.

Torbjörn Bäck, CEO at Coloreel, comments:

*"It is very inspiring to see how a colorful brand like maxjenny! absorbs the possibilities our technology provides fashion brands that like to enhance the creativity and sustainability of their embroideries."*

**For more information about Coloreel, follow the links below or please contact:**

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### **About Coloreel**

Coloreel is a Swedish textile innovation brand with a well patented, ground-breaking technology for embroidery that enables high-quality coloring of textile thread on demand, unlocking a world of potential.

We use our technology to both preserve the craftsmanship of embroidery and take embroidery to the next level. The unique solution makes previously complicated designs accessible, including gradients, textures and other stunning effects. Using only a single thread and needle means that it also significantly improves quality and efficiency, enabling immediate start up and faster delivery. In short, Coloreel empowers creativity and enhances quality and efficiency, making the ordinary extraordinary. In the future, the technology can also be used for sewing, knitting, weaving and more.

Coloreel is also part of the movement to reduce waste and move the textile industry towards more sustainable production. By coloring the thread of 100% recycled material directly, there is no wastewater, hence no water pollution. And, using a single reel of thread and needle also means minimized thread waste and minimized microfiber pollution.

**The result, of course, is embroidery at full potential.**