

DAGGER

DAGGER SS27:

Lifestyles of the bored and disenfranchised

For SS27, DAGGER returns to the coastal seaside town of designer Luke Raine's youth. A place known for its dedicated skate scene in the early 2000s, and the backdrop to his misspent teenage years.

This season unfolds beneath the bright lights of fairground rides and the long-awaited warmth of the summer sun. It is a collection about teenage firsts: first jobs, first drinks, first cigarettes, first kisses, and first heartbreaks. Late-night parties in the sand dunes give way to early-morning walks of shame that feel more like walks of liberation.

The collection translates the optimism of youth – that moment when you begin to understand, for the first time, what life ahead might hold and who you could become, regardless of where you started.

The young people of this town are represented by many of the same characters first introduced during AW26's Play Hard. Rather than searching for what appears new, we continue to focus on growth, continuity, and complexity. We follow these characters as they form their identities, discovering who they are becoming. In turn, so does DAGGER.

Close friends of the brand, Vans, join DAGGER again as we unveil a new series of customised Slip-Ons, reworked for the runway. Backstage support was provided by Shark Beauty, helping prepare the cast ahead of the show.

The entire show was shot exclusively on iPhone 17 Pro, continuing the approach established during last season's debut presentation.

Together, we tell a story of possibility, resilience, and the freedom found in imagining a future beyond the limits of your surroundings.

Creative Direction: Luke Raine

Styling: Marvin Lobodda

Hair & Makeup Design: Phillip Verheyen

Casting Direction: Benedikt Verheyen

Music Design: Lukas Heerich