

Press Release

RUDOLF teams up with Jonathan Christopher to present MOLÉCOUTURE

Geretsried & Amsterdam, October 2024 - In an exciting new partnership, RUDOLF and renowned fashion designer Jonathan Christopher have joined forces to create MOLÉCOUTURE, a groundbreaking fashion collection that seamlessly blends the worlds of science and style. As urbanization trends continue to evolve, the demand for versatile textiles grows. MOLÉCOUTURE transforms textile effects into intersectional garments, setting a new standard in the fashion industry.

MOLÉCOUTURE is not just a fashion statement; it's a revolution in textile technology. Each piece is meticulously crafted to reflect the complexity and sophistication of the wearers' comfort, by offering a fresh and modern take on high fashion. This collection is perfect for the modern urbanite who demands both style and functionality in their wardrobe.

Alexander Hanel, Head of Corporate Brand & Marketing, showcases the new possibilities that MOLÉCOUTURE brings to the table. "By integrating high-performance function into fabrics, this collection masterfully blends sportswear and fashion. These innovative garments adapt automatically to different situations, ensuring unparalleled comfort without the need for wearers to choose specific outfits"

Jonathan Christopher, the creative force behind MOLÉCOUTURE, shares his vision: "With MOLÉCOUTURE, we are not just creating clothing; we are pioneering a new era where fashion meets functionality. Our designs are inspired by the intricate beauty of intelligent combination of fabrics and technology by bringing a fresh and modern perspective to high fashion"



Reader enquiries

PR MEDIA AGENCY

email : gbarbara@effe-bi.it

Tel : +39.348.5313401

Notes for editors

About RUDOLF

RUDOLF remains true to its values of quality, innovation and sustainability and continues to develop game-changing technologies to transform the textile industry and meet the growing demands for environmental sustainability.

With approx. 2,000 employees in 45 countries, **RUDOLF** provides logistical and technical support to its customers worldwide.

The combination of scientific expertise and customer proximity makes **RUDOLF** an experienced and competent partner in the textile finishing industry. The company is proud to offer products that comply with OEKO-TEX® and GOTS standards, is committed to the ZDHC and is a partner of the bluesign® system. **RUDOLF** is a founding member of the Transformer Foundation and lives the philosophy of the Responsible Care initiative, which stands for responsible behaviour in the areas of environment, safety and health.

rudolf.com