

ASKET AND DENIM-SYKES TRANSFORM LONDON FLAGSHIP INTO A SCENTED SCULPTURE FOR LONDON DESIGN FESTIVAL

Fabric sculptures will diffuse a bespoke scent created exclusively for the installation, on display at Asket's Brewer Street store from 12th-20th September

LONDON, UK - Swedish essentials brand Asket has partnered with London-based olfactory design studio DENIM-SYKES for a site-specific sensory installation at its Brewer Street store, presented as part of London Design Festival (LDF) 2026. Running from 12th to 20th September, the installation will see a large-scale fabric sculpture act as living diffusers for a scent developed by DENIM-SYKES specifically for the collaboration.

Asket is a Swedish clothing brand founded in 2015 by Jakob Sazon Dworsky and August Bard Bringéus. Asket creates and continuously refines a single, permanent collection. DENIM-SYKES, known for bespoke scents and diffusion systems for spaces and people, will use the installation to explore how fragrance can be experienced as sculpture: the fabric forms are designed to slowly release the custom scent into the store throughout the festival, turning air itself into part of the exhibit. The piece is intended to invite visitors to encounter craft and material in a way that goes beyond the visual - a natural extension of Asket's own focus on considered, long-lasting design.

The 17th September preview evening will bring together press, designers and members of the Asket and DENIM-SYKES communities, with refreshments from local independent producers and a soundtrack curated specifically for the space. The installation itself remains open and free to visit in-store for the full run of the festival, 12th-20th September.

About Asket

Asket is a Swedish clothing brand built around radical transparency and permanent style, offering a tightly edited wardrobe of long-lasting garments rather than seasonal collections. The brand publishes the full cost, environmental impact and supply chain of each product it makes. Asket's London store is located at 72-74 Brewer Street, W1F 9TU.

About DENIM-SYKES

DENIM-SYKES is a London-based olfactory design studio creating bespoke scents and diffusion systems for spaces and people, working at the intersection of scent, sculpture and interior design.

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