



**DANISH
DESIGNERS**
15-17 JULY 2024
OLYMPIA WEST
KENSINGTON

SMEdenmark

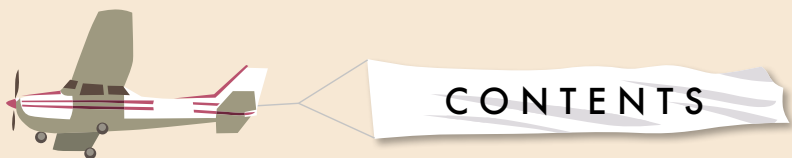


MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
The Trade Council

UNCOVER THE EXCEPTIONAL



#SCOOPSS25



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Contact:

Jake Ivic
12 Goodwin Street
Trendunionagency@gmail.com

Trend Union
London N4 3HQ
T: 0771 263 2275

A.KJÆRBEDE

A. KJÆRBEDE



A. KJÆRBEDE is a Copenhagen based sunglasses-brand, uniting quality and affordability. The brand was founded by Adam Geertsen back in 2016 based on challenging the perception, that price and quality not necessarily have to correlate.

Every collection is designed in Denmark with roots in Scandinavian culture and minimalism. The

designs are inspired by the way of life, and hold impression from photography, architecture, art and people – conveyed in different aspects.

A. KJÆRBEDE links to decision-making and the process of creating a project on an idea. The name also refers to Denmark, with the "Æ" emphasizing the Nordic origin of the brand.

BITTE KAI RAND

Since 1981, **BITTE KAI RAND** has been celebrated as an international luxury brand with a rich history in Scandinavian design.

Renowned for knitting and graphic silhouettes, BITTE KAI RAND is open to the always-changing world and displays a bold curiosity toward using new and inspiring cuts, contrasting material mix, and handmade prints as well as new edgy updates on the simple, timeless designs.

The BITTE KAI RAND sensibility is not for the timid wallflower or the conservative dresser. We create clothes meant to make you feel strong, confident, and carefree. Today we continue to embrace a larger than life aesthetic rooted in one strong vision:

DRESSING FOR EVERY DAY SHOULD BE PLEASURABLE, EASY, COMFORTABLE AND FUN.

BITTE KAI RAND has 6 yearly collections with a wide distribution in more than 15 countries, being available in 400 stores, including 15 concept stores in Scandinavia.

With an innovative and curious approach to the Western world's fast pace, the brand is known for its unique style based on the design concept, quality, functionality, and comfort.

Every season you will find beautiful prints and colours of the season, elegant silhouettes with contrast, and graphic details in the collections - that are designed according to the philosophy - **"A Feeling to Wear"**.



Contact:

Julie Osborn
Oldstrom, London
Tel: +44 (0)7384 010601
julie@oldstrom.com

BITTE KAI
RAND

1981



Contact UK:

LB Agency UK

Sylvie Saisch

sylvie@lbagencyuk.com

M: +44(0) 79 7931 5994

www.cocouture.dk

@cocouture_official

co'couture®

WITH LOVE AND JOY

CO'COUTURE®

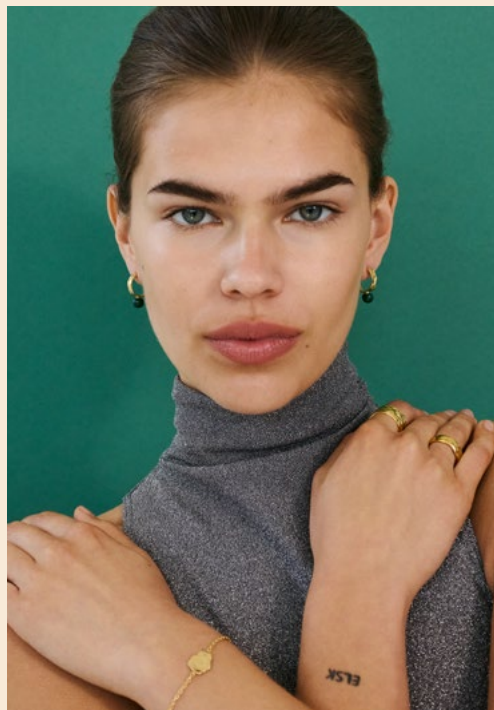
CO'COUTURE® is a Danish fashion brand established in 2015, and is based in Kolding, Denmark.

CO'COUTURE® offers six collections a year - in between we deliver express styles reflecting current trends at affordable prices.

With CO'COUTURE® you always get a cool mix of femininity, flirting elegance and power with a touch of "French chic". Always focusing on the perfect silhouettes with every attention to details and quality fabrics that takes our product to a higher level.



ENAMEL COPENHAGEN



*"Our purpose
is to create joy
through beautiful
design"*

Contact:

Enamel Copenhagen
H.C. Andersens Boulevard 51, 2. Floor right,
1553 Copenhagen V, Denmark.
Darrell Granton, darrell@enamel.dk,
+44 7342 990934.

www.enamelpopenhagen.co.uk

FB: ENAMEL Copenhagen

IG: @enamelpopenhagen

ENAMEL Copenhagen is a Danish jewelry brand founded in 2012. Our journey began in a small basement, and today, ENAMEL is one of the best sold jewelry brands in Scandinavia, currently headed to take on the European market.

The name ENAMEL is inspired by the hard material of enamel, which is one of the best-known features of our jewelries. Today, we incorporate lovely and colourful details of enamel in a great part of our jewelry.

The woman behind ENAMEL Copenhagen, Marie Rantzau, is an autodidactic jewelry designer. Marie's love for jewelry started, when she decided to travel the world, collecting unique materials for jewelry.

Marie has a limitless fascination and passion for combining colours, metals, stones and enamel in new and unique ways. This was just the beginning of an exciting journey, and to this day, ENAMEL Copenhagen is in great development.

ENAMEL Copenhagen combines elegance, colorfulness and playfulness giving each piece of jewelry an unique expression. Every piece of jewelry is crafted in 18-karat gold-plated sterling silver and is produced in Thailand, where we cooperate with both big and small jewelry workshops. We aim to sell our jewelries in a price range where no customer is excluded, without compromising with the quality of each piece of jewelry.



ENAMEL

Copenhagen

Contact:

Sales Manager
Anne Stokbro
anne@esmestudios.com

Scandi Studio
Davina Davidoff Kristensen
davina@scandi-studio.com

www.esmestudios.com
[@esmestudios_archives](https://www.instagram.com/esmestudios_archives)

esmé estudios

ESMÉ STUDÍOS

Esmé studios is a Danish lifestyle and fashion brand as well as a statement about you and your values. We want to be part of a drive to change the fashion industry from fast fashion to one that is focused on slow fashion. Every day, we strive to make it simpler for you to select responsibly made, durable clothing of long-lasting designs without sacrificing quality. We combine the very best in terms of comfort, materials, and design while making sure that it's produced in an ethical and socially responsible way.

We can't ignore our Scandinavian heritage which speaks of minimalism, functionality, and timeless designs - something we believe goes very well with the philosophy of slow fashion.

Our clothes are meant to be worn for your everyday life - and for a long time. They're soft and comfortable for relaxing at home and, at the same time, stylish and refined enough to be right for workplaces too. They are sophisticated and versatile. Our designs effortlessly blend in elements from the latest trends, creating a timeless style meant to last.



GUSTAV

Established in 2009. **Gustav** is a danish-based international fashion brand catering to women who feel at home in the world. Gustav is complex sophisticated fashion, with attention to every detail and love of design, craftsmanship and fit.

Seeking out the uniqueness that results when differences in materials, designs and colours meet. Each style is casual feminine at heart. Gustav is a jewel for every woman who wants to sparkle.



Contact:

Diane Sykes

Diane Sykes Fashion Marketing

diane@dianesykesfashion.com

Tel: +44 7906070081

FB: [gustav-official](#)

IG: [gustavdenmark](#)
[gustav-denmark.com](#)



GUSTAV





MOS MOSH

MOS MOSH

Setting the scene for Spring

As the first whispers of spring brush against the chill of winter, our Spring Summer 2025 collection emerges like dawn breaking on the horizon. With a serene base of earthy sand tones, the collection moves on to white on white, clear blue denim accents, and the shade du jour for the season: A pop of red, as the ultimate shade to command attention and inject life into the everyday wardrobe.

Contrasts meet in feminine and boyish vibes

A striking interplay unfolds between feminine romanced and edgy boyish charm, where delicate boho embroideries, romantic florals, and preppy sporty details harmoniously contrast each other. The contrasts are featured in modern colour blocking, juxtaposing a fabric fusion of colours, cut & sew denim, and strong yarn blocking. The tailoring takes on new shapes, transforming the silhouettes and making them more carefree and casual. Our Spring Summer 2025 collection is a reminder of new beginnings: a new start to a year, resetting what once was, and a fresh season in bloom.

Capsule collection:

This season you'll find a special capsule collection as part of the main Spring Summer collection. Discover a collection of carefully curated styles bringing ease and softness to your casual wardrobe, blending of comfort and cool. It's designed for everyday life, with pieces that are easily adaptable. The essence of the collection is about making things easier, softer, more everyday and less like a statement. Embrace styles that simplify your day while elevating your look. Our first drop will be available at our retailers and on www.mosmosh.com by January 2024.

About MOS MOSH

Kim Hyldahl founded MOS MOSH in 2010. MOS MOSH is known for well-fitted garments, high quality, and designs with a twist. Women worldwide have embraced the look, and the perfect fit of MOS MOSH jeans, and the brand has established itself as a keeper on the scene of today's fashion as luxury jeans and tailoring wear.

Contact:

Cynthia Parise

cp@mosmosh.com

Mobile: +44 7730072600

www.mosmosh.com

Instagram: [mosmosh_official](https://www.instagram.com/mosmosh_official)

FB: [mosmosh](https://www.facebook.com/mosmosh)





MSCH COPENHAGEN

MSCH

Spring 2025 - Introducing Hues Horizons

Our latest collection that blends timeless sophistication with modern trends. Immerse yourself in a palette from soothing sand tones to Phantom – the new black. Feel the vibrant energy of Red and the serene calm of Coral. Hues Horizons offers versatile styling, from striking color blocking to harmonious tone-on-tone combinations, inspired by sportswear. Our designs feature refined trims, innovative fabrics, and meticulous details, perfect for all seasons.

Discover new necklines and accents like intricate linings and statement buttons. Experience fluid fabrics and layered styles, such as pairing skirts and dresses over pants. Contrast lightweight and heavyweight textiles in key pieces like the maxi shirt dress and delicate checks on trenches. Versatile vests, whether loose or fitted, can be

styled as chic tops. Elevate your wardrobe with Hues Horizons, where every piece is crafted for lasting elegance and effortless style.

About

We have embraced the Scandinavian minimalism style as the foundation of our visual universe and overall brand approach. Our goal is to create a sense of calm and harmony through our clean and understated universe and design, which we believe strongly resonates with our customers' lifestyles and values.

Staying true to our Scandinavian minimalism allows us to deliver a consistent and memorable brand experience. At MSCH COPENHAGEN, we take pride in our brand name, which stands for Minimalist Scandi Creations and Heritage. These core elements drive our brand values and guide us in every decision we make.

Contact:

Davina Davidoff Kristensen
Scandi Studio
Unit 106
Canalot Studios
222 Kensal Road
London W10 5BN
Mobile +44 (0) 7879 651125
Instagram- @scandi_studio_uk



Noella



Contact:

Lau Knudsen / CEO
lau@noellafashion.com
Tlf: +45 28 94 18 22

#noellafashion

Noellafashion.com

IG: @noellafashionofficial

FB: Noellafashionofficial

NOELLA

Noella was founded in 2016 with more than 30 years of experience in the fashion industry both at the national and international scene. Noella is all about modern and feminine fashion styles for women. We embrace the trends and is always creating the must-haves of the season within accessories and apparel, adding unique basics with a twist.

Noella designs six 'ready-to-wear' collection yearly, focusing on high quality garments as well as commercial prices.

You'll find Noella retailers all around Europe with more than 1.000 points of sales in different kinds of store types. This contributes to Noella being very diversified and addressing different segments



NÜ
DENMARK



NÜ

NÜ is a Danish fashion brand for women with a unique style. Raw, sophisticated and feminine are the essence of NÜ.

NÜ means “naked” in french & “woman” in chinese

Brand concept

NÜ inspires women by designing clothing created to mix and match. The NÜ brand reminds women to stay true to their femininity while maintaining a sophisticated, yet raw edge to their style and personality.

Attitude

At NÜ, we create fashion that allows the modern woman to express her own unique femininity. Raw, sophisticated and feminin. It's as simple as that.

The NÜ brand archetype is ‘the mentor’. We aim to be ‘inspiring stylists’ for women wishing to stand out. We are confident in what we do and find joy in sharing our wisdom with our audience. It is our desire to build trust in the NÜ brand and to function as a guiding light in the world of fashion and style.

Age is not the primary factor in defining the target group of NÜ. It is more a question of style than of age.

Nü A/S headquarters 8960
Randers, Denmark Tel +45 87 12
23 00 www.nu-denmark.com

Contact:

Head of Sales
Jesper Ingo
jesper@nu-denmark.com

Spring / Summer 2025

Spring/Summer 2025 is an anthem for the bold, the expressive, and the defiantly unique. This season, we follow the journey of our muse, Mira.

A naturally confident woman who always champions self-expression, she is not just a fashion icon but a beacon of fearless authenticity.

As the day unfolds, the energy shifts from the buzz of daily life to the allure of after dark. The air is electric with potential, and Mira is at its centre. Her dynamism a magnet for all. This season is not defined by the garments themselves, but the confidence in which they give the wearer. It's the rush of stepping out of the shadows and into the sun; the power of presence and the undeniable force of personality amplified by what one chooses to wear.



Nümpf



N Ü M P H

The Danish brand **Nümph** has been around for almost 2 decades and have always been able to find their own voice and look in the large field of womenswear.

It's the playful hand drawn prints, unique details, and mix of feminine retro with contemporary trends that makes Nümph stand out in the crowd.

"We have always strived to let the warmth and joy from the employees at our head office, shine through our clothes and branding. It's very important for us to let people know that Nümph is a down-to-earth and joyful brand and hopefully pass on this optimistic view on life to the Nümph customer."

These words ended up defining the brands new community and visual storytelling called "Generation Ü."

Generation Ü is an everlasting collective of women, who refuse to be defined by age, shape, or size, but brought together by a curious taste for the world.

Nümph – we don't care how you dress; we care how you feel,

Contact:

Peter Jarret

T: +44 7850 378 936

peter@arcagencies.co.uk

#Nümph

FB: numph_official

IG: @numph_official

Web: Numph.com



PART TWO

Feels like spring in Copenhagen

When spring is blooming in Copenhagen, the city brims with energy, joy, and optimism – and so does our latest Main Spring 2025 collection. Spring is occasion season, and with this collection, getting dressed has never been easier. You will discover lots of beautiful dresses, cool modern suiting, and ‘wow’ volume skirts. Colour yourself

happy with the season’s garden greens, delicate blues and soothing sorbets, or pick your favourites from the bouquet of fresh floral and spectacular graphic prints. All in all, the collection captures a strong stylish, casual, and poetic Part Two mix of elevated everyday essentials and refined occasion wear. Your spring wish list starts here.

**Contact:**

Emil Krainer

T: +45 70 30 28 28

E: emkr@dkcompany.com

#Parttwo

FB: Parttwo


IG: @Parttwo

Parttwo.com



PART TWO

EST. COPENHAGEN 1986

A fashion photograph of a woman with short, light brown hair, looking off to the side. She is wearing a black, shiny leather jacket with a high collar and wide sleeves, paired with white trousers. She is leaning against a light-colored, textured stone wall with classical architectural details. The text "SECOND FEMALE" is overlaid in white, sans-serif capital letters across the lower middle of the image.

SECOND FEMALE

SECOND FEMALE

Launched in 2000 in Copenhagen, **Second Female** creates feminine and sophisticated easy-to-wear essentials, designed in a beautiful palette of soft colors and refined prints.

Underlining the Scandinavian values of effortless luxury and functionality, we create collections that are classical in a contemporary context, always focusing on this season's "must have" items.

Signature silhouettes include feminine blouses, everyday dresses and fashionable knitwear.

Our design philosophy and aim is to create a relevant wardrobe that embodies all the comfort and confidence, a woman needs to express her personal appearance.

Contact:

Vanessa Green

Julie Middleton

info@middletongreenagency.co.uk





SMEdenmark

Islands Brygge 26, 2300 Kbh. S
T +45 33 93 20 00 • M +45 30 59 06 86 • SMVdenmark.dk



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OF DENMARK
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