

SCOOP

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2NDDAY



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2 N D D A Y

2NDDAY is a contemporary fashion brand with a design that provides freedom, confidence, and effortless edge at an accessible price. Based out of Copenhagen, Denmark, the brand is a local hero with a global approach. Driven by helping the 2NDDAY woman live out the freedom of independence, the brand wishes to encourage strength through exploration. 2NDDAY is inspired by the woman who is stylish because of her attitude and self-assurance. Six yearly drops present a ready-to-wear wardrobe fit for everyday cool.

Our purpose is to inspire women to feel the freedom of independence. We design collections that are not restricted by typical boundaries, but encourage exploration rather than disruption. Wearing 2NDDAY, you take your own path to discovering new goals and challenges. With a casual and unpretentious approach to fashion, we want to give women a look that'll guide them to finding their way in life, and looking strong, self-reliant, and purposeful along the way.



A.KJÆRBEDE



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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.



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AMERICANDREAMS

Americandreams is a Danish brand specializing in high-quality knitwear. Our mission is to make lovely knits at an affordable price. We use only the finest materials in our popular colourful mohair designs.

Our garments are designed in Copenhagen, Denmark, with love and attention given to every small detail. Our mission is to make knitwear that feels warm and soft against your skin with the ability to be worn and styled all year round.

House of Colourful Knitwear
Home of the Pullover

We are inspired by modern women, nature from around the world and the dreams we carry. Our collections reflect our positive vibes and wistful dreams, as seen in our happy colours and unique designs.

Our knitwear and yarns are all produced in Italy. Some garments are made by hand and some by machines. Read more about our production [here](#).

Our purpose at Americandreams is to inspire and bring positive energy globally through our "House of Colours". The colours in our collections have been carefully selected and dyed with the mission of making consumers feel inspired to wear colours even more."

ATELIER RÊVE



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ATELIER RÊVE

We exist to produce more than clothes. Our collection is made to promote art & culture. To promote openness, pioneering and creativity. For women to feel delicate and strong. To feel bohemian chic.

To be grounded. To be uplifted. Inspired by women.

Designed by women. For women

Our Manifest

Get lost in time. Step into a day dreamer's paradise. Be your own muse. Be abstract. Create things. And collect moments to inspire and to be inspired. Encourage to be encouraged. Be fearless. You create you. Go places. Take the sunset roads.



BETA STUDIOS

BETA STUDIOS was founded in 2017 in Copenhagen with a philosophy and brand identity rooted in a responsible, timeless and luxurious wardrobe. As a Danish high-end cashmere brand BETA STUDIOS makes clothes for the contemporary and quality conscious woman, who understands why exquisite and timeless design goes hand in hand with a sustainable lifestyle.

As we become more aware of making sustainable choices in our everyday life, cashmere as a material is one of the safest things to invest in. Cashmere is both a beautiful and comfortable material, and more importantly your cashmere styles can stay in your wardrobe forever, if you treat them right. Cashmere also has the wonderful quality of a natural temperature regulating effect, and can therefore be worn all year round in every climate.

For BETA STUDIOS comfort and luxury are inseparably linked, and no material is better or more luxurious than our cashmere, which is of course all produced in OEKO-TEX certified yarn. BETA STUDIOS is a luxury for both chilly winter days and crisp spring mornings, for relaxed everyday elegance and for extravagant evenings. It's the essentials that create the base for your sustainable wardrobe and the extra luxury that elevates it.



BETA studios

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CARRÉ JEWELLERY

Our passion for gemstones

Real gemstones make Jewellery extraordinary!
 Working with real gemstones is the core of our brand.

Real gemstones are created in nature. The elements, temperatures and pressure underneath the Earth's crust make every single gemstone unique, varying in opacity, colour and inner structures.

Gemstones are found in all colours and we are passionate about creating magical combinations of colours and cuts. Gemstones also hold spiritual significance, adding an extra dimension to wearing our Jewellery.

Since 1991 we have worked with more than 900 different gemstones. Our mission is to share the joy of possessing and wearing precious Jewellery with gemstones in all shapes and colours.



CS CHARLOTTE SPARRE

CHARLOTTE SPARRE

I am proud to present my AW23 collection for the Scoop show London.

So, what is the trend for the coming season? Well according to me, it will be all about positivity. Colours will be gorgeous and silhouettes feminine. Quality is a high priority to ensure a long life for each piece of garment.

I have chosen a large palette of gorgeous solid colors ranging from soft pastels to bright lilac and pink. For winter, the prints are slightly toned down but with strong accent colours. My theme for the season is "speak up". We must talk, discuss, cooperate, express and be ourselves. I invite you all to come and see how I forecasted the new season.

I am working hard to be as sustainable and as ethical a brand as possible,

I am working closely with all my suppliers, choosing only the best materials for my collection.

The best quality and natural fibers are better for your skin to wear than synthetics, for your body to breathe in as well for the planet to decompose.

You will find that 95% of my collection is made of natural fibers.

Yes, everyone is talking about sustainability, but does the consumer really demand sustainable clothes? Maybe not yet, but I do. My customers can be assured, that all means have been considered to guarantee the best quality, best ethics, best production and best materials for your Charlotte Sparre piece of garment. After 30 years in the business, I keep meeting people telling me they still have the Charlotte Sparre piece they bought many years ago, and they still wear it. It is herathwarming and if that isn't sustainability - to create something long lasting - I do not know what is.

My collection for AW23 is the second season of my 30-year anniversary with my brand Charlotte Sparre Copenhagen. Having started as an exclusive silk scarf brand, today I design a colorful, scarf inspired, clothing collection with unique prints.

As a special anniversary initiative, I am proud to reveal my exclusive one of a kind up-cycled collection made from scarves from my 30 years career. Each garment piece will be unique and one of a kind. I have worked intensively on each style to create a piece of art with the combinations of the many different colours and prints. This collection will be made either in Portugal or at a social economic sewing unit in Denmark, hiring only vulnerable women.

Due to the complexity in producing unique pieces, this collection will be made only in limited numbers.

I wish everyone a safe and positive 2023



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DAY

BIRGER
et MIKKELSEN



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DAY BIRGER ET MIKKELSEN

DAY Birger et Mikkelsen was founded in 1997 with the singular mission to offer women a new look and a sense of style based on Scandinavian virtues and a bohemian mindset. The brand relaunched in 2021 aiming to take this same vision into a new era with one key message: "It's a new DAY".

Christina Exsteen started a new chapter as creative director for the brand in March 2020. It was her personal declaration of love to a brand that deserved a revitalization and a relaunch. And so, when the world reopened in 2021, the designer was ready with her take on how fashion should look and feel in the future.

Imagine a new DAY

"When creating this collection one mantra persisted within me: 'What does the new DAY look like?' The question was not only relevant when relaunching a brand with a strong heritage, but also an exploration of what the future holds for us after these uncertain times. We need clothes that work for the everyday, but we also long for design that allows us to dream and imagine a new tomorrow." "It no longer makes any sense designing clothes for some fairy tale life that no one can relate to. I'm excited about making the ordinary interesting and creating wardrobe staples that are as appealing as they are enduring. The trench coat, the biker jacket, the cool suit, the classic shirt, the perfect denim skirt. I kept asking myself: how can these pieces be made even better? I want to support real women in feeling good about the life they lead and the body they inhabit. The clothes should not restrain the body or make the wearer feel self-conscious. Every design should feel like a comfortable support and a delicious second skin. Every piece should look like the start of a new DAY."

Christina Exsteen, Creative Director, DAY Birger et Mikkelsen.



H S C P H

For more than 20 years HSCPH has designed and produced the slow fashion lifestyle brand Henriette Steffensen Copenhagen – fleece design for the demanding woman, who has her own style and does not let anyone dictate colours or the length of her dress. The brand is sold from more than 850 multiband stores in the USA, Europe and Japan.

Colours are inspired by nature and added seasonal contrast. The collections offer 6 - 8 different colours every season. To our head of design Henriette Steffensen colours are feelings – and choosing colours with such a strong identity you are secured the extra benefit of being able to mix items from different seasons - colours will always find their tasteful match. Along with long lasting design, high-quality fabric, and workmanship you have some of the core values in a sustainable brand. The goal is that each and every piece that comes into your wardrobe will stay for many seasons as a beloved item.

Fabric is produced on carefully selected factories in Italy and Portugal, all styles are handcrafted in Lithuania, and all parts of each style is certified under STANDARD 100 by OEKO-TEX® cert. nr.2176-347 DTI.

With Henriette Steffensen Copenhagen you will get a wide range of warm, well designed, soft and desirable womenswear and accessories as well as a cozy home collection.

AW2023 shows that once more Henriette Steffensen has created a balance between style, femininity and coolness with modern design. This fashion attracts not only one type of woman. It can be worn by all different kind of ladies, no matter if elegant, casual, sporty or modern.

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IX STUDIOS® COPENHAGEN



IX STUDIOS

IX Studios was founded in Copenhagen by designer Louise Mygind Andersen. We make quality objects in gold and silver that you can wear with style. IX Studios means persistent Danish craftsmanship with a massive attitude. We are inspired by the x and iconic representation of the intersection between contemporary culture, old school craftsmanship and sustainable consumption. We only make lasting, personal pieces that can be worn again and again. IX Studios objects are found in renowned stores across Scandinavia.



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COPENHAGEN

MOLIIN

MOLIIN

OBJECTIVES

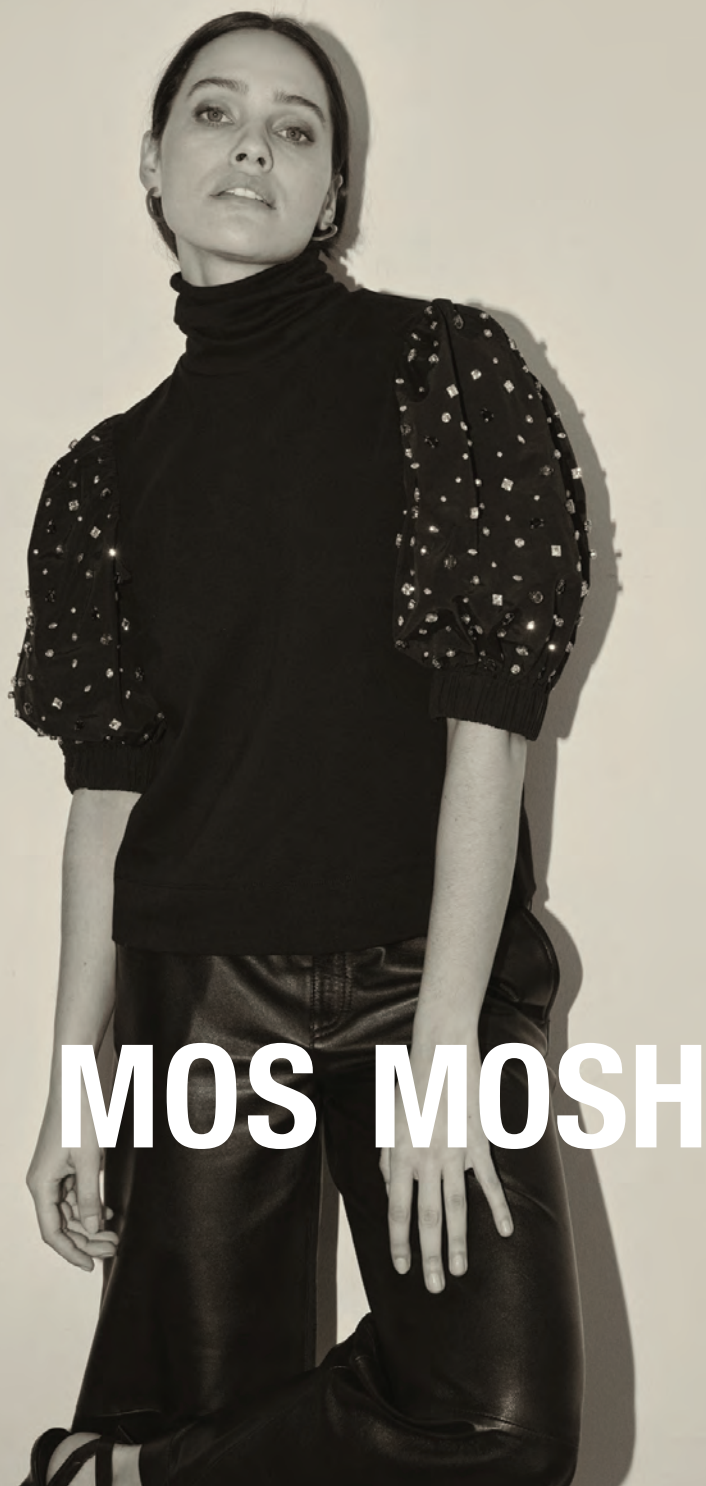
MOLIIN is a fashion brand aiming to provide clothing for the strong modern woman. We were founded on the objective of creating a brand that provides a feminine and bohemian aesthetic twisted with a raw and cool attitude.

Key drivers for MOLIIN is the passion of creating multiple prints which are carefully created from scratch. It is essential for the brand that care and caution is taken for every single part of the garment process.

THE BEGINNING

MOLIIN is a Danish fashion brand founded in 2014 by Lotte Moliin who is educated as a designer from the leading Danish design school, Designskolen Kolding

“MOLIIN is not trend based. It is long term based. The feminine, bohemian rock n roll style is something that in my opinion always will look good on women and will never go out of style.”



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M O S M O S H

Autumn Winter 2023

The Autumn Winter 2023 collection is a golden saga, embracing nature and its colour changing leaves.

A season where all the fallen leaves dance through the crisp wind, making a beautiful ocean of burned colours.

Fall in love

AW23 is influenced by the cool 70s and 90s, giving a modern twist to fashion traditions and classic silhouettes. It's designed with honest materials in various empowering shapes and shades, where every detail matters. New patterns and structures are made in nostalgic and playful combinations.

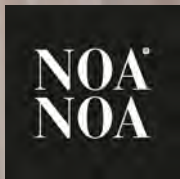
All styles are designed to be practical yet give a chic autumn look.

An ocean of burned colours

This collection is calm and subtle, with drops of daring colours, contrasting the autumn colour palette. It goes from being more playful and vibrant with the daring Vivid Viola and Burnt Ochre tones to being softer with the Fir Green and Quiet Harbor hues, blending in with nature.

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NOA NOA

The womenswear brand, Noa Noa was established in Denmark in 1981 as a feminine and romantic alternative to the hardedged fashion at that time. The name Noa Noa means 'simple and harmonious' in Tahitian and characterizes the feminine, romantic and balanced universe of Noa Noa. Noa Noa is an international fashion brand for women, having more than 40 years of significant experience within

craftsmanship, good qualities, hand-drawn prints, and contemporary styling. Noa Noa is well-known for its strong Danish design heritage with a focus on gorgeous dresses, soft linen, quilt, knit and warm outerwear.

The timeless designs are well suited for long-term use and wearable throughout several seasons becoming a lifelong partner.

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Noella



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 was created with the desire to fill a gap in the fashion industry. Focusing on quality products at commercial price points Noella discovered that 'speed to market' and constant newness was the 'missing link' in the industry.

Noella designs eight 'ready-to-wear' collections yearly including accessories and a variety of apparel. Our apparel aims to offer women comfort-

table clothing but without compromising the latest trends. When purchasing and wearing a Noella item you feel secure and unique. Our Noella items are designed from the idea that every trend is manageable and comfortable - and of course affordable.

You'll find Noella retailers all around Europe where we are represented in very different kinds of store types. This contributes to Noella being very diversified and addressing different segments.



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PART TWO PORTRAIT

We want to give you a closer look at some of the women we admire and love to work with. Our first Part Two Portrait was shot in Copenhagen with our campaign model Caroline Lossberg. Please enjoy our little portrait of the 26-year-old, Berlin-based model, a mother of two who has been working as a model for more than 12 years.

*Scan to view the
Part Two Portrait*



PART TWO

EST.COPENHAGEN 1986

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THE KEY PIECES

- Flowers, paisley, retro geometric printed blouses, dresses, mini skirts
- Gentle tailoring pieces in herringbone or traditional plaid checks with 70's mood
- Sleekly matt effect satin blouses with gathered detail, and bigger collar and cuff following retro feel
- Bulky silhouette opera coat in floral pattern brocade with 3D crisp touch
- Fancy yarn / bouclé mix tweed jacket and skirt to set up
- Softest camel hair blend sweater and cardigan for extra warmth with chunky knitting
- Fake man-made shearling fur outerwear in big check or plain
- Eco fur long vest for luxurious layer styling
- Cashmere blend wool coats with rich choices of colours, even in off white

THE COLOURS

- Rich brown shades from burnt orange to woody browns
- Ginger, sepia, walnut, seashell grey in mélange
- Retro colours as apricot, marigold, mint, blue indigo for pattern print
- Coloured power as hot pink, crimson red, flame orange to cheering up the winter coordinate
- Soft brushed umber brown and ecru, dark olive in bouclé and tweeds
- Harmonious neutral natural colour as off white, creme beige, seashell grey for next to skin



SAND
COPENHAGEN

Since 1981, we have had a vision of combining the best of the North and the South to provide a contemporary look in high quality, using only the finest fabrics from Italian weavers but worn in a very Scandinavian way. From the beginning we had the idea to create wearable fashion, rooted in the Scandinavian design tradition and refined through the sense of style that comes from a deep understanding of quality.

Lene and Soren Sand – the creative duo – first met in High School and driven by a passion for fashion they opened up their first little fashion store in their hometown of Randers, Denmark, in the 80's. „We noticed that the garments literally flew out of the door”, Soren remembers – the collection and sales grew, and today SAND is represented in 32 countries. Our inspiration is to create favourite pieces of clothes, that you can practically move into, are easy to live with and hard to get rid of.”

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SIGNAL®



SIGNAL

Our story starts in 1967 with the establishment of SIGNAL.

Back then the vision was to create well-crafted leisurewear with a specific focus on designing the perfect pair of trousers. Many things have changed since 1967, but the vision remains the same. We still aim to produce refined and functional garments suitable for everyday use and modern-day life.

This Fall season we have visited Hanger 2 – an air station. We met up with a team of local entrepreneurs who is dedicated to restore and show old aircrafts and spread their knowledge.

Visit us at the Scoop Fair if you are curious to get to know more!



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SOFIE SCHNOOR

The family-owned, independent label SOFIE SCHNOOR was established by the designer SOFIE SCHNOOR in 2001. Sofie is driven by her creativity, designing only what she would wear herself or dress her own kids in. That honest, real-life basis gives the two brands a personal touch and an authentic feel that permeates all collections.

Sofie grew up with creative parents who were working in the fashion business with several retail shops. As a child she used to accompany her parents to factories, fashion fairs and all the way through the design process, and therefore knows a good, sellable design when she creates one.

It began with a shoe collection in 2001, followed by a children's collection named PETIT BY SOFIE SCHNOOR in 2007, before a clothing collection joined the range. SOFIE SCHNOOR is currently represented in department stores, online, shop-in-shops, large and small retailers, concessions, and high-end design shops across all continents.

SOFIE SCHNOOR is represented in 600 retail stores around the world, in addition to the brands three self-owned shops in Denmark.

True to the brand's beginnings, its style is still edgy cool, sporty chic with a playful twist across both collections. The SOFIE SCHNOOR collections reflect the demand from women and children for fashionable, cool clothes that feel comfortable.

Both SOFIE SCHNOOR & PETIT BY SOFIE SCHNOOR collections are presented four times a year, each time boasting raw feminine elegance, comfort, and luxurious high fashion in clothes and shoes with a raw edge that comes from the designer's Scandinavian inspiration.

As part of the SOFIE SCHNOOR collection, Sofie has created a range for the sporty woman SPORT by SOFIE SCHNOOR. Here you will find exclusive sportswear for women and kids who run, dance, or simply like to relax in leisure wear.

SOFIE SCHNOOR





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**MINISTRY OF FOREIGN AFFAIRS
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