

SCOOP

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SMVdanmark



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council





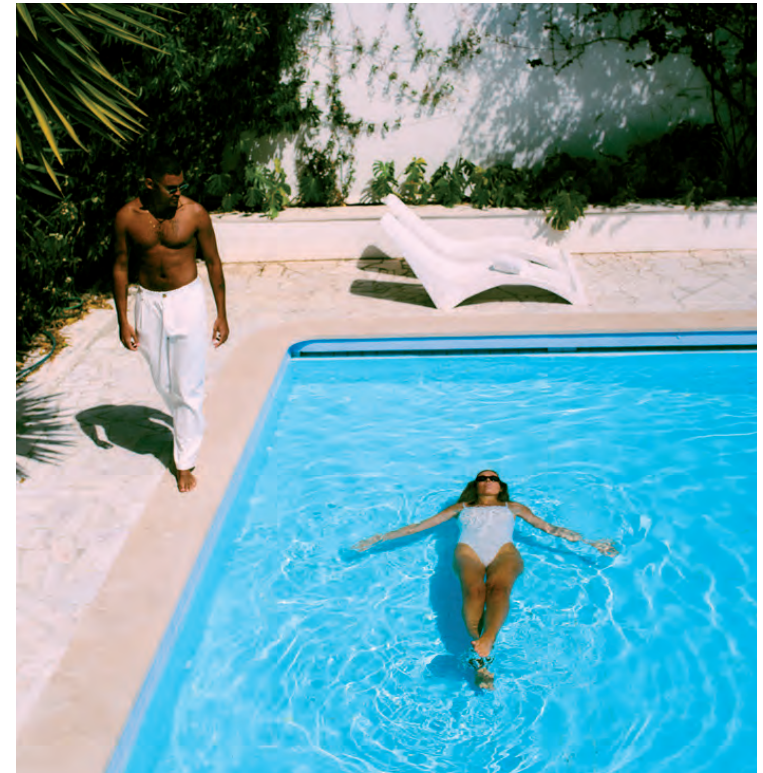
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A.KJÆRBEDE



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A.KJÆRBEDE

A.KJÆRBEDE is a Copenhagen based sunglassbrand, that unites quality, design and affordability. The brand was established in 2016 and founded with a strong focus on fashion, trends and simplicity. Every collection is designed in Copenhagen and has roots in Scandinavian culture and minimalism.

The designs are inspired by different aspects of life that leaves a mark and hold impressions from photography, architecture, art, design and people – conveyed in different ways.

BITTE KAI
RAND
1981

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BITTE KAI RAND

BITTE KAI RAND was founded in 1981 by the eponymous designer who, fresh out of the Royal Danish Design Academy, acquired the most prolific Danish knitting workshop of the time, “Steen’s hjemmestrikkerier” and quickly became Copenhagen’s equivalent to Sonia Rykiel in Paris. All items were made to order and the designer got a firm grasp on what customers require from their clothes and how to fit clothes to real bodies rather than standard shapes.

“I didn’t have a strategy or a goal. I never made a business plan. I just loved going to work every day,” remembers BITTE KAI RAND.

Fortunately, her husband, Michael Rand, had an eye for Bitte’s potential as well as her talent. In 1983 he joined the company and together they created the long-lasting success that has brought the special Bitte design sensibility to style-savvy women all over the world - long before “Scandi Cool” was even a fashion term. A few years in, the creative director learned how to scale her supply to demand and soon became a household name in the most prestigious fashion outlets in Denmark as well as in department stores and design boutiques in Stockholm, Oslo, London, New York and Antwerp. Today the BITTE KAI RAND team can look back on four unpredictable decades. From the 80s sculptural shoulders and drop-crotch pants, the 90s designer denim and logo tees, into the 00s play with proportions to the 10s exploration of what is at the core of the brand’s aesthetics. The masculine versus the feminine, the architectural lines versus the organic forms, the artistic prints versus the monochrome surfaces.

The brand has been ahead of the game, featuring real people in their advertising since the 90s including a mother breastfeeding her child, an older lady with a gold tooth and a gorgeous street cast of shiny, happy people from all over the world.



More than ever the heritage of the brand is preserved because passion, playfulness and a refusal to follow conventional commercial restraints or short-lived trends are still at the heart of each collection. The clothes are created for real people, colourful parties, work, pleasure and play. They are created for all the women who would rather stand out than fit in. Bitte Kai Rand has been a directional Danish fashion house since 1981. Today we continue to embrace a larger-than-life aesthetic rooted in eight keywords and one strong vision:

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

The Bitte Kai Rand sensibility is not for the timid wallflower or the conservative dresser. We create clothes that are meant to make you feel strong, confident and carefree.

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CARRÉ
COPENHAGEN JEWELLERY



CARRÉ JEWELLERY

Founded in 1991 by Shiri Rosenzweig, Carré's mission is to create timeless, high-quality jewellery with inspiration rooted in cultural perceptions of art, history and craftsmanship.

At the core of Carré is the love for real gemstones, having worked with over 900 gemstones throughout the years. Real gemstones encrust almost every single piece of jewellery designed out of the Copenhagen office and all hold a unique spiritual and symbolic meaning.

For Carré, elegance and lasting jewellery go hand in hand with a passion for genuine gemstones and high-quality raw materials such as eco sterling silver, 9-karat and 10-karat solid gold and jewellery plated with 18-karat gold. Carré strives to bring elegant jewellery in only the finest materials at an affordable price point that can be passed on from generation to generation.

The A/W 2023 collection, MIDNIGHT, takes inspiration from Old Hollywood glamour and dark nights. Midnight is centred around the Black Agate – a dark and mysterious gemstone, mixed with glowing glimmers of Green Agate, Amethyst and Malachite that plays up the drama in the elegant black gemstone.



CS CHARLOTTE SPARRE

CHARLOTTE SPARRE

It is all about unique prints, natural fibers and feminine shapes.

For 30 years Charlotte Sparre has been creating unique prints in amazing colorways on exclusive fabrics.

Charlotte's aim is to make women stand out, feel good, not only by looking good, but by wearing smooth natural fabrics which the body can breathe in and will adjust to the body temperature. Charlotte started her brand with silk and this is still her favorite quality. However today you will find both beautiful, printed linen and viscose in her collection. The fabric and the quality are number one priority for Charlotte. With the best quality you will get a piece of garment that will last for many years. The fashion business is not sustainable, but by selling collections which will remain beautiful for many years, the water consumption per piece of garment is very small, especially compared to a piece of fast fashion. We sincerely hope that more and more consumers will require this from their brands, so that we can reduce the water footprint on this planet.

The theme Charlotte has chosen for her SS24 is Garden of Eden. Since her childhood Charlotte was told stories about Paradise and the Garden of Eden. A special beautiful place full of animals and colorful botanical gardens. A place you would want to go. Now let's take a moment. Look at the planet we live on. We already live in paradise. We have it all. Beautiful nature, amazing animals, wonderful people. However, we might not realize how precious our earth is and now we are about to ruin it. We all have to do an effort to save the planet.



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It cannot be said too many times, so with Charlottes theme and illustrations of the Garden of Eden and the snake and the apple, she hopes to start positive discussions and appreciation of Planet Earth. The apple snake print has two meanings. One: It illustrates a juicy apple and the devious snake in Paradise. Two: A healthy apple and the snake as the doctor, i.e. an apple a day keeps the doctor away.

So if you are looking for something special which you will not find on every corner or on Zalando, you should take a look at Charlotte Sparre's collection. With more than 50 unique prints and as many shapes, you will be able to choose exactly the look or expression you like for your customers.



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coster copenhagen

Coster Copenhagen is a family-owned brand founded in 2012 by Pia Coster. With more than 20 years of experience in the fashion industry, her vision was to create a clothing brand for all women. By focusing on comfort, using soft and flexible materials, we guarantee you a perfect fit that makes you feel free and comfortable.

Not long after Pia started Coster Copenhagen, her husband, Chris, joined as CEO of the company. Pia is the creative force of the brand and her mission is to design and create collections with clean, Nordic lines, a versatile colour palette and unique prints without compromising the exclusive feel of clothes from Coster Copenhagen. We look forward to presenting our Spring 2024 Collection.





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Copenhagen



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ENAMEL COPENHAGEN

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.



esmé studios

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ESMÉ STUDIOS

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.

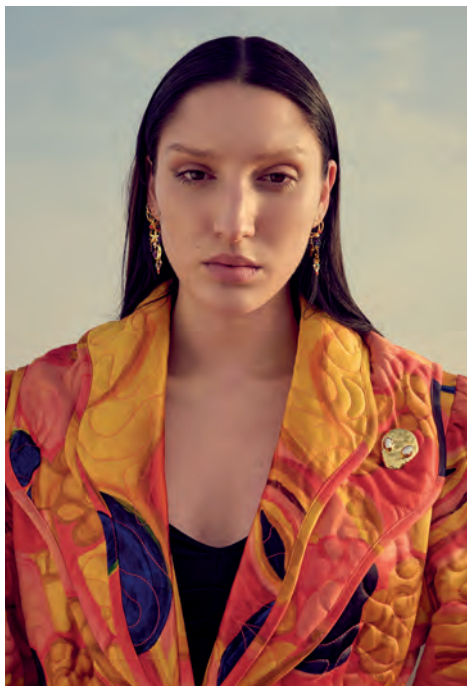
Our clothes are meant to be worn for your everyday life - and for a long time. They're soft and comfortable for relaxing at home and, at the same time, stylish and refined enough to be right for workplaces too. They are sophisticated and versatile. Our designs effortlessly blend in elements from the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

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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.



MAANESTEN

ABOUT MAANESTEN

The founders of Maanesten, Henrik and Lotte Venø Callesen, started their jewellery brand in 2010 at home at the kitchen table in Copenhagen.

Since then, Maanesten has grown to more than 300 employees and over 500 wholesalers in Scandinavia and Germany. All jewellery is made by hand in our workshop in Jaipur, India, where more than 800 goldsmiths manufacture our designs.

Much has changed, but the passion and inspiration behind the jewellery are the same. The organic forms, the free imagination, everything from the shape of a seashell to the stage right before the dreams begin. Spirituality is the backbone throughout the company, from the production to the products, a way of thinking that everything is connected. In that way, the energies and powers of the materials emphasize the woman's strength and connect the inner and outer world.

Maanesten's jewellery and accessories have a free and unpretentious design language. They brighten the grey days and enhance the good ones.

HEADQUARTER

Our company has grown to more than 50 employees who come from a mix of different backgrounds all to strengthen our brand and secure its success and innovation. Today we are a solid group of architects, goldsmiths, designers, visual merchandisers and talents from marketing, sales, IT and PR. Our headquarter is located in the heart of Copenhagen and decorated like our stores with colourful walls, rugs from Morocco, glass from Murano, handpicked artworks and always fresh flowers. We are proud to welcome both employees and guests to an inspirational workplace, where we create the beautiful universe of our jewellery and accessories.

We are an international brand, but deeply rooted in the Copenhagen mentality meaning we have a free, innovative mindset. We are used to thinking outside the box, searching for new paths and that is reflected in our products, which are unique in design and materials.

MATERIALS AND SUSTAINABILITY

All Maanesten's jewellery is made by hand. We have our own factory in Jaipur, India. We try our best to make our collections with the greatest respect for the people and environment involved in the process. Our Indian employees get three times the minimum wage, insurance for the whole family, pension, dentist and medical access as well as local, organic food and paid transportation. We're currently working on a plan for a brand-new factory in Jaipur, which will get all its electricity from local solar panels and have its own garden with organic fruit etc. Our goal is that the factory will be 100 percent sustainable.

All our silver is re-used and has one of the market's best gold platings. We've worked for years to make it with one of the top chemistry engineers of India. Our fabrics used in hair accessories and makeups bags are mostly made from recycled polyester and organic cotton.

Maanesten



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MOLIIN

COPENHAGEN

M O L I I N

OBJECTIVES

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

The key driver 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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MOS MOSH

Spring Summer 2024 embodies the essence of effortless style with a captivating array of pastel hues, striped patterns, playful prints and loose silhouettes.

It's soft and feminine with a splash of coolness and a new take on the boho trend with extraordinary details and a whole lot of fun.

It introduces lightweight qualities and everything the spring wardrobe needs to navigate through the blooming season.

Let colours into your wardrobe

Spring Summer 2024 is all about letting colours into your wardrobe – from jackets to dresses, shirts and tank tops; These stylish and colourful pieces will ensure a chic look when the temperature increases.

This season, we introduce a feminine colour palette in a fresh combination with earthy colours.





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PART TWO

Copenhagen Spring

We want to welcome you on a trip through Copenhagen, full of spring and sunlit energy. Enjoy our new Main Spring 2024 collection, oozing with styling potential for strolling around the city, attending a wedding, or just enjoying a quiet moment outdoors. With lots of spring relevance, the versatile styles will make your next spring season delightfully simple. Focusing on a casual feel, lots of newness and cheerful feminine colours, this collection will take you through spring and Copenhagen in style.



PART TWO

EST. COPENHAGEN 1986



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RIKKE FALKOW

DENMARK

Original handcrafted products

Rikke Falkow is a Danish architect and designer with a degree from The Royal Danish Academy of Fine Arts in 1986. After many years of working as a traditional architect, Rikke Falkow decided to switch tracks in 1995 and founded the company ULTIMO DESIGN to import and wholesale original American Shaker products. The Shakers strive for a simple and elegant design which has influenced the work of Rikke Falkow.

Since 2010 the company has continuously added more original handmade products to the collection lineup. Every product in the lineup has been carefully chosen, developed and designed with the Shaker philosophy in mind - crafted from exquisite and durable materials capable of developing a beautiful patina.

The current RIKKE FALKOW collection consists of: Leather bags and leather belts in superior vegetable leather quality, knits made of undyed Gotland wool and traditional wooden clogs.

Rikke Falkow has a showroom and boutique selling the range of RIKKE FALKOW products located in Rørvig, Denmark.



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THE COLORS

- Tender spring-like pastels as sprout green, ice blue, solar yellow with a palette of materials
- Sun-lighted blooming golden marigolds, fuchsia pink and flame orange, featuring airy silhouettes
- Top-to-toe indigo style with a choice of washes
- Open weaved unbleached white, light linen beige
- Nordic summer neutral color as seashell white, light camel creme, mystic blue, heather pink

THE KEY PIECES

- Summerly fresh linen mix set-ups, dresses
- Flowers, animal pattern, retro geometric printed blouses, maxi dresses, midi skirts
- Gentle tailoring pieces in herringbone or traditional plaid checks with effortless mood
- Sleekly matt effect satin blouses and dresses with gathered romantic details
- Bulky silhouette opera' coat in floral pattern brocade with 3D crisp touch
- Various bold stripes in prints, marine stripes for knitwear, fabricated random stripes in linen trousers
- Authentic denim twill with stretch jeans/chinos
- Genuine lamb skin

THE KEY WORDS

- Mixture of bright hues and tender colors
- Dry and airy fabric for effortless spirit
- Modern day-wear and gentle tailoring
- More variations than ever on the fluid summer dresses
- Soft natural as nuanced colors and material
- 'Responsible choice'

THE FABRICS

- Silk viscose blend satin stretch with matt finish in pastel colors or hot colors
- 70's retro-future pattern or floral, sheer animal print on various fabric in viscose or silk mix georgette, chiffon, cotton poplin
- Compact cotton twill and light brocade or paper light weight parachute fabric for spring coats
- Soft pure viscose or linen jersey in light weight
- Seasonless versatile knit with smooth silk touch
- Handwoven looks tweeds, in thick and thin yarns, tone-on-tone structures
- Dry touch linen for shirts - pure or in blends, garment dyed or washed
- Linen in 'vintage mood' plaid check, herringbone, pencil stripes for tailoring
- Low impact natural fibers and recycled polyester with circular technologies



SAND
 COPENHAGEN

The Spring/Summer 2024 collection comes with a powerful perfumed palette mixed with pastel tender colors. Remaining dedicated to daily wear, but with an elevated chic approach, it gets particularly true of stand-out silhouette for evening party wear. The tender-colored pale hues infused in varying nuances for promised elegance, with a welcome dose of vitamins as hot colors, making them even more cheerful than ever.



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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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SUMMERY COPENHAGEN

SUMMERY Copenhagen, established in 2013, is more than just a clothing brand. It's a tribute to the timeless art of craftsmanship, a celebration of vibrant hues and a testament to the power of imagination. We believe in the transformative power of apparel, creating pieces that inspire confidence, love and a sense of adventure in those who wear them.

Our collections are inspired by the free-spirited feeling of summer evenings. We aim to capture the essence of those long, golden hours when the sun sets late and the air is filled with the scent of blooming flowers. Our designs evoke the joy of bare feet on warm sand, the thrill of spontaneous road trips and the tranquility of watching the sunset over the ocean.

We're not just creating clothes; we're crafting experiences. We value each element of our process, from the fabrics we select, to the intricate prints we are inventing and weaves that adorn our attire, to the careful cutting and sewing of each garment.

Our design inspiration is as diverse as life itself. From the vivid colors and unique textures of nature to the rhythm of daily routines, we find beauty everywhere. Alongside of our conscious handloom materials and curated colour palettes, we find artisanal production and patterns appearing during the weaving process which is what inspired us to continue evolving and exploring our love for organic, geometric and graphic prints.





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**MINISTRY OF FOREIGN AFFAIRS
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The Trade Council



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