

THE LITTLE FASHION TOWN



BY MALENE BRIGER A/S



As Øland Creative Dir., Danish Fashion and Textile

It's wonderful when twice a year, Copenhagen bursts into life and welcomes around 50,000 foreign journalists, buyers and fashion enthusiasts.

In summertime, Copenhagen becomes a little more lively and joyful than usual - not to mention more fashionable.

In recent years, the Danish capital has evolved to become a small fashion metropolis, as many travel here to get inspired and buy original products. They also check out stylish young Scandinavians who have in the past few years caught the eye of street style photographers.

Danish design has always been world famous for its functionalist approach. Fashion in Copenhagen is no exception. Each season, Danish fashion designers create clothes that are just as practical and affordable as they are cool, trendy and urban.

Fashion is Denmark's fourth largest export industry, and you can feel it immediately when you move around in the streets. Whether it is in a small basement shop in a winding side street of Vesterbro; in Nørrebro where a new graduate designer has settled; or in Magasin Department Store, the flagship store with Danish and international brands in the inner city, you can immediately sense the Danish fashion DNA. For me, it is the mix of the intimate with an international atmosphere that makes Copenhagen a very unique city.

At the same time, Copenhagen has become Northern Europe's gastronomic hotspot for every taste and price range. Both the world's best restaurant, Noma, and a host of other gourmet restaurants are easily reachable by bike. When you are out and about in town, there is always something new to experience in one of the city's neighbourhoods. For instance, you can visit one of the many cool galleries or artsy cafés that have sprung up in recent years. All of this makes our town a unique little city in Europe.

I hope you enjoy your visit to Copenhagen and leave here feeling inspired and with fond memories of the Danes and the fashion we create.

*As Øland
Creative Director,
Danish Fashion and Textile*