



Press Release
August 9, 2018

Nordic fashion week with strong show calendar and international media awareness

Copenhagen Fashion Week kicks off today, and it's a strong fashion week that opens with an extensive programme.



Copenhagen Fashion Week kicks off today, and it's a strong fashion week that opens with an extensive programme. The fashion week welcomes several Scandinavian brands and increased awareness from international media, which marks the fashion week's ambition of becoming a focal point for Scandinavian fashion.

Copenhagen Fashion Week runs from Tuesday 7 August to Friday 10 August, and both industry and citizens can look forward to an exciting fashion week programme.

Established names, new talents and Nordic focus

Tuesday 7 August, Copenhagen Fashion Week opens with the sustainably focused brand, Blanche, hosting the opening show. Followed by a show calendar with strong established names as well as

show debutants.

Copenhagen Fashion Week has received a record number of applications for the official show calendar this season. 33 shows have been selected and are featured on the show calendar, featuring well-established brands like Ganni, By Malene Birger, Baum und Pferdgarten, Designers Remix and Stine Goya as well as show debutants; Mykke Hoffmann, Helmstedt, Hoffmann Copenhagen and Résumé while Lovechild 1979 returns to the show scene. This year Copenhagen Fashion Week also welcomes three Nordic brands. J.Lindeberg, Holzweiler and Rodebjer who have all chosen to host a show in Copenhagen - a development that emphasizes the capital's position as the strongest and largest fashion week in the Nordic region.

"Copenhagen Fashion Week presents a strong show calendar this season. This is reflected in the increased international interest from both brands, buyers and press, we are experiencing right now, and it helps to put Copenhagen Fashion Week on the world map. We are continuously working to expand the possibilities for international press coverage of the fashion week and hope that we will be able to attract even more brands with a sustainable profile," says Camilla Frank, CEO at Copenhagen Fashion Week.

Several international media focus sharply on the fashion week

Copenhagen Fashion Week is flying in international press representatives from major established media to cover fashion week. This season it has been possible to expand the list. In collaboration with Copenhagen Fashion Week's main partner, Boozt.com, there is focus on establishing an even stronger hospitality programme. The list includes editors from Vogue and Elle as well as media such as Highsnobiety and W Magazine. In addition, the online platforms Man Repeller and The Sartorialist are featured in Copenhagen Fashion Week's international press group. See the total list here: <http://copenhagenfashionweek.com/strong-international-press-attendance-copenhagen-fashion-week-ss19/>

Also time for fairs, showrooms and events

In addition to the many shows, there are both fairs, showrooms and events to visit. Among the showrooms are Meet the Nordics as well as The Jewellery Room, presenting some of Denmark's most successful brands and jewelry brands. In addition, the fashion week always offers a wide range of events open to the public. The open program offers shopping events, exhibitions, clothing market, debates, parties and shows that are open to everyone.

Attached files

[SHOW_CALENDAR_SS19.pdf](#)

Contact information

Trine Rindsig Laursen, COO

T + 45 24 62 73 22

trine@copenhagenfashionweek.com

Service information for the press

- High resolution images are available to the press via www.copenhagenfashionweek.com and the CPHFW app. Access to the material requires registration.
- Press Bus: Be transported free of charge from show to show. There is wifi on the bus so you can work and stay updated. Get access to the bus by displaying business card and ID.
- Get the latest updates on [facebook.com/CopenhagenFashionWeek](https://www.facebook.com/CopenhagenFashionWeek) as well as Instagram on [@CPHFW](https://www.instagram.com/CPHFW), or become part of fashion week with the official hashtag #CPHFW. Download the fashion week's official app for access to the entire program, all updated information and news - via iTunes og

Google Play.

Copenhagen Fashion Week
Bryghudpladsen 8 | DK-1473 Copenhagen | +45 70 77 72 77 | press@copenhagenfashionweek.com

