

# COPENHAGEN FASHION WEEK®



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Press Release  
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## Copenhagen Fashion Week announces the AW19 show schedule

**Copenhagen Fashion Week has just announced the AW19 schedule for the upcoming fashion week featuring 32 specially selected shows from at home and abroad.**

The official show schedule for Copenhagen Fashion Week AW19, 29 January - 1 February 2019, is now available. This season, 32 fashion brands are on the schedule - ranging from heavyweights such as Ganni and By Malene Birger to rising stars like Cecilie Bahnsen. Among the 32 shows this season are also seven international fashion brands, such as German lala Berlin, Swedish J. Lindeberg and British Mother of Pearl, who have selected Copenhagen as their fashion show destination.

Copenhagen Fashion Week's newly appointed CEO, Cecilie Thorsmark, states: "We look forward to spearheading a fashion week that offers a superb line-up of brands from Denmark and abroad. This season we've experienced a significant increase in interest from international brands to show in Copenhagen - something which I believe reflects the very attractive, current positioning of the Scandinavian fashion scene and our growing presence on the global fashion industry's radar."

The show schedule is put together by a committee of 18 leading experts in the Scandinavian fashion industry with a keen eye for seeing the current fashion scene.

"We received a record number of applications this year but based on the motto that quality is better than quantity, this season's calendar has been particularly well curated thanks the dedicated members of our fashion show committee, who have made an effort to create the most powerful fashion show platform in Scandinavia, ensuring the best experience possible for fashion week guests," explains Thorsmark.

### **Sustainable show opens fashion week**

Copenhagen Fashion Week kicks off on Tuesday 29 January 2019 with British fashion brand Mother of Pearl, which has chosen to present its sustainability collection in Copenhagen. Copenhagen Fashion Week has embarked on a new strategy centred around sustainability, which is why we are especially pleased to welcome Mother of Pearl.

Creative director of Mother of Pearl, Amy Powney, states:

"It is an honour to be opening Copenhagen Fashion Week this January. With our shared passion and dedication to sustainability, it seemed the perfect place to debut our new No Frills collection."

[See the show schedule](#)

### **Contact Information**

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### **Attached files**

- [Cecilie Bahnsen 256.JPG](#)
- [Holzweiler 271.JPG](#)
- [Martin Asbjorn 255.JPG](#)

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