

COPENHAGEN FASHION WEEK

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SUSTAINABILITY REPORT

Progress in 2021

Reflecting on 2021

INTRODUCTION

After almost 1,5 years of the pandemic the summer of 2021 brought back the spirit of our fashion week – the tactile experience of fashion, the liveliness and buzz around town and the human connection at shows, trade fairs, events, and meetings. While we appreciate this sense of “normality”, we don’t want to forget what the pandemic taught us – and in fact is still teaching us – and carry all the positive lessons that we can into our daily lives. We have experienced a rise in voices advocating for responsible business practices and a more mindful way of living in our Western societies. Nevertheless, we have also observed whole industries falling back into old patterns of fast cycles and consumption. With this background, we are more convinced than ever of our mission as an industry platform that drives positive change in how fashion is produced, marketed and consumed.

Copenhagen Fashion Week remains committed to pushing forward with our strategy and our three-year targets. As a fashion week, we recognise our position in the industry as a social, cultural and economic epicentre that gathers industry actors around creative expression, innovative ideas and business operations. In this unique position, we have the responsibility and opportunity to influence, inspire and help guide fashion companies. That is why Copenhagen Fashion Week some years ago decided to not only be a voice, but to also take action, making a commitment to leverage our platform to create lasting positive change within our industry.

Our second annual report documents Copenhagen Fashion Week’s sustainability efforts in 2021 and reflects the targets of our *2020-2022 Action Plan* which was launched in January 2020. It showcases our commitments, challenges and ambitions in living up to our strategy, discussing the barriers we faced and our plans to overcome them to progress in the future. This report is important to us as it gives us the opportunity to reflect on the past year, fulfils our ambition to be transparent and creates a possibility for knowledge sharing and conversation.

During the past year, we were not only able to reach most targets we set for 2021 (including three targets that were postponed from 2020 to 2021), but we also introduced new initiatives and activities, entered international partnerships around the *2023 Sustainability Requirements*, amongst others, and increased our focus on social responsibility. The executive summary on page 01 provides a thorough overview of the progress this year.

REPORT STRUCTURE

Since Copenhagen Fashion Week embarked on becoming a more responsible event and platform with the appointment of CEO Cecilie Thorsmark in 2018, the organisation has collaborated with multiple external stakeholders and experts to establish a sustainability strategy that focuses on both Copenhagen Fashion Week's impact as an event and its opportunities to drive change in the industry through the 2023 Sustainability Requirements.

To remain accountable on our journey and to fulfil our due diligence, we issue this document to openly report on the Year 2 targets of our 2020–2022 Sustainability Action Plan. We reported on our Year 1 targets in our first Annual Sustainability Report, released in January 2021.

This report is divided into two main parts to reflect the structure of our 2020–2022 Sustainability Action Plan focusing on 1) the event and 2) the industry. The first part relates to the fashion week event itself, while the second section focuses on our ability and opportunities to contribute to positive change in the industry.

As described in the 2020 Annual Sustainability Report, in 2020 we were unable to meet three out of 20 targets. The three targets that could not be met in 2020 and/or were postponed to 2021 were incorporated into our work during 2021 and are briefly summarised in this section.

- Develop a code of conduct for suppliers including promotion of carbon footprint reduction and resource/waste reduction
- Pursue partnerships with other fashion weeks and organisations to further accelerate the sustainability transition of fashion weeks globally
- Establish a sustainability committee to screen admission applications

All the above targets were met in 2021.

During 2021, Copenhagen Fashion Week furthermore added new targets covering social responsibility to the 2020–2022 Action Plan. These targets are included in the respective target overviews and reported on in this report as well.

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EXECUTIVE SUMMARY

During 2021, Copenhagen Fashion Week put great emphasis on engaging with new and existing partners, especially around the *2023 Sustainability Requirements*. While we acknowledge the significance of fulfilling our own due diligence by living up to the targets we set for ourselves, we are certain that most meaningful impacts lie within partnerships to foster industry alignment and by supporting brands to meet the *2023 Sustainability Requirements*.

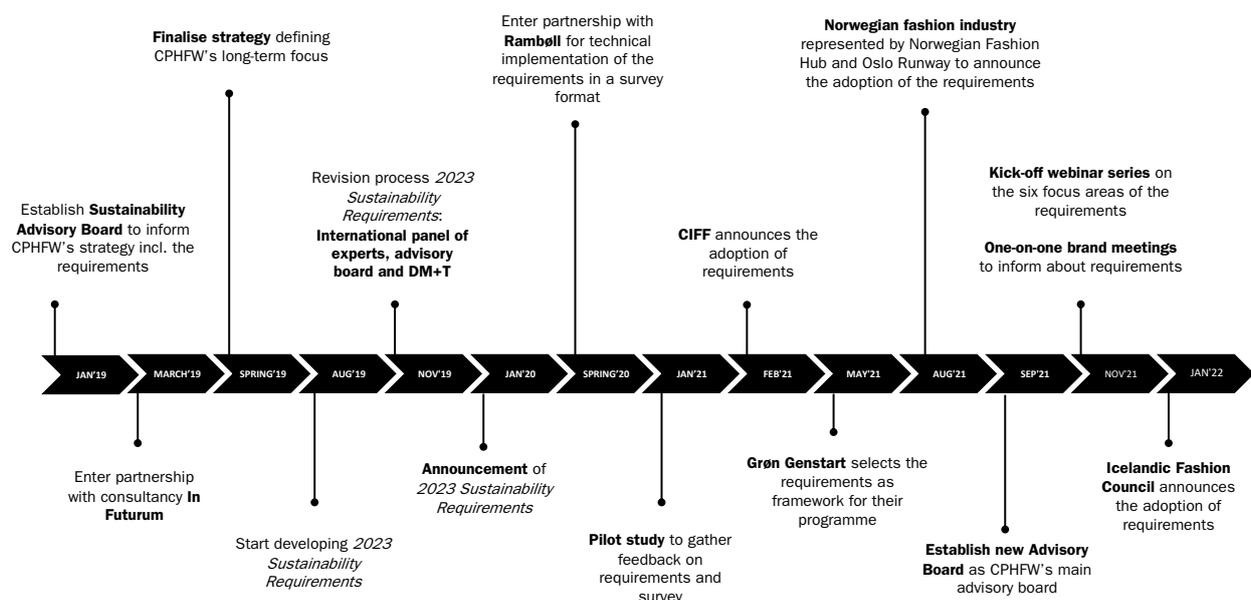
On this backdrop, a major milestone for us at fashion week was the selection of our requirements by the government-funded programme *Fremtidens Tekstiler* as the framework to train 50 SMEs in the Danish industry to lead to further action.

In terms of international outcome, Copenhagen Fashion Week initiated partnerships around the *2023 Sustainability Requirements* which will be implemented in the Norwegian and Icelandic fashion industry. The former through a partnership with the industry organisation Norwegian Fashion Hub and the Norwegian fashion event Oslo Runway, and the latter through the Icelandic Fashion Council.

Next to building new partnerships, we ensured to deliver on all targets we set for ourselves, exceeding in most areas while having to revamp our climate efforts.

The most formative milestones since we launched our sustainability strategy are visualised in the below timeline.

Milestones



REDUCING CLIMATE IMPACT

Status and future actions

	2020	status	2021	status	2022
Continue to offset the carbon emissions from our own operations for every edition of fashion week	●	completed	●	completed	●
Measure the carbon emissions of a representative sampling of shows to determine a baseline for average show emissions	●	completed			
Offset the carbon emissions of all shows and presentations through higher fees or require documentation for compensation	●	postponed	●	completed	●
Reduce our own carbon emissions by 20% by replacing existing services and features with climate-friendly alternatives; baseline of 45 tonnes CO2 (measured at the August 2019 edition of fashion week)	●	completed			
Explore digital solutions to disseminate shows to a wider audience to minimise carbon emissions from travel	●	completed			
Identify event venues that comply with green energy standards			●	completed	
Engage in local community building and awareness raising by promoting or offering venues that comply with greenenergy and building standards			●	completed	●
Reduce our carbon emissions by 35% based on the August 2019 baseline by replacing existing services and features with climate-friendly alternatives			●	not reached	
Reduce our carbon emissions by 50% based on the August 2019 baseline by replacing existing services and features with climate-friendly alternatives					●
Create a new baseline for reduction of carbon emissions in 2023-2025					●

Our main objective in this area is to reduce greenhouse gas emissions through our activities and the actions we influence.

Carbon footprint

At Copenhagen Fashion Week we have since 2019 collaborated with Climaider, a certified gold standard carbon offset provider, to measure, reduce and counteract our CO2 emissions. Our baseline of 45 tonnes of CO2 emissions was measured at the August 2019 edition of fashion week. Since then we have worked to reduce our emissions in all areas of our event production, such as ground transportation (only driving electric cars and providing an electric shuttle bus service), merchandise (no longer producing fashion week merchandise such as T-shirts) and catering (only offering vegan/vegetarian food).

One area remains a challenge: Hospitality. As an international event and industry platform it is key that we continue to invite and host high-profiled editors and buyers who wish to come to Copenhagen Fashion Week. As an agenda-setting fashion week whose sustainability efforts are looked at and recognised by the wider industry, it is crucial that we continue to grow our international positioning. In other words, Copenhagen Fashion Week will not reduce the number of international guests at Copenhagen Fashion Week, although it would immediately and significantly lower the carbon emissions of flights. When we set the target to reduce our emissions, we had hoped to explore other alternatives for traveling and were enthusiastic about technological advancements to lower the impact of flights in general. But both have proven too optimistic and we will take this into consideration when target-setting for the upcoming three-year period (2023-2025).

In 2021, our emissions in our hospitality programme covering flights and hotel in August 2021 saw an increase of 7.3 tonnes, and since our hospitality programme accounts for nearly 90% of our total emissions, that resulted in a total emission of 47.2 tonnes of CO₂, nearly equalling the baseline of 2019. Although emissions have been offset, it is not satisfactory that we did not meet our target of reducing by 35%.

In 2022 we will be introducing initiatives for hospitality guests to switch to train travel from neighbouring countries and providing guests with easy guidelines for travelling mindfully in the coming seasons to further reduce emissions where possible. Moving forward we need to strike a balance between manifesting our relevance within international fashion weeks and the importance of having industry-shaping buyers and press attending our event.

Carbon offsetting fee

For the AW22 edition of Copenhagen Fashion Week, we introduced a carbon offsetting fee to ensure all brands on the official show schedule at least offset their emissions through our climate partner. Brands who independently off-/inset show emissions, will receive a refund of the carbon offsetting fee. As of January 2023, all brands on the official show schedule must off-/inset their show emissions to be eligible to showcase during Copenhagen Fashion Week as part of the 18 Minimum Standards described in the *2023 Sustainability Requirements*.

Digital collaborations

In our effort to disseminate shows to a wider audience, we partnered with YouTube to ensure our runway can be experienced live by a global audience.

Event venues that comply with green energy standards

We identified multiple venues in Copenhagen that comply with green energy and building standards, such as the Nordic Swan Label and venues that are Green Key members. This process was informed by guidance from [Københavns Kommune Teknik- og Miljøforvaltningen](#) and [Wonderful Copenhagen](#).

As a next step, we will share our findings with show brands to raise awareness and promote the use of these venues as part of the *Guide to a More Responsible Show* and within a series of toolboxes that will be released during Spring 2022.

REDUCING RESOURCE CONSUMPTION AND WASTE CREATION

Status and future actions

	2020	status	2021	status	2022
Continually update the <i>Guide to a More Responsible Show</i> to reflect newly gained knowledge and insights	●	completed	●	completed	●
Pursue partnerships for sustainable service (cutlery, tableware and straws) for all shows and presentations	●	completed			
Pursue partnerships for collection of show waste for all shows and presentations	●	completed			
Ban single-use plastic hangers, garment bags and other types of single-use plastic clothing protectors and materials backstage at show and presentation venues			●	completed	
Provide guidance for show brands to support them in executing zero-waste shows, e.g. through seminars, toolkits and/or a list of recommended suppliers			●	in process	
Ban single-use materials in any part of the show and event production, unless documentation shows they will later be repurposed/reused					●
Achieve zero waste for Copenhagen Fashion Week's own activities					●

This section addresses the waste creation and resources used in our organisation's operations during fashion week. The targets for this area also focused on how Copenhagen Fashion Week can help brands to achieve a more responsible show, from food to staging.

Guide to a more Responsible Show

In 2021 we updated our *Guide to a More Responsible Show*, with heightened emphasis on inclusivity to reflect new insights and to provide inspiration for brands.

For more responsible and less resource-intensive show productions, we continuously offer show brands exclusive services, such as the ability to recycle waste from show production with our partner [Junk Busters](#). For the SS22 edition of Copenhagen Fashion Week, we collaborated with [SmallRevolution](#), a Danish company with the mission to bring change to the plastic industry for circular solutions to plastic waste. They supported show brands in collecting plastic waste from hand sanitizers and cleaning products to transform them into elegant podiums. In addition, we entered a partnership with [GROHE](#) to offer water stations with reusable water bottles to attendees and show brands.

We have not yet provided tangible guidance for our show brands on executing a zero-waste event or show due to the strategic decision to instead release toolboxes that cover all six focus areas of the *2023 Sustainability Requirements* for a more holistic and centralised approach. Thus, we are currently developing these toolboxes that will cover this aspect in addition to many others.

Ban on single-use plastics

With the SS22 edition of fashion week, we banned single-use plastic hangers, garment bags and other types of single-use plastic clothing protectors and materials backstage at show venues to reduce plastic consumption and resulting waste.

INNOVATING THROUGH PARTNERSHIPS AND GOVERNANCE

Status and future actions

	2020	status	2021	status	2022
Continue to work with suppliers and partners who integrate sustainability at the core of their business	●	completed	●	completed	●
Develop a code of conduct for suppliers including promotion of carbon footprint reduction and resource/waste reduction	●	postponed	●	completed	
Pursue partnerships with trade fairs with the aim to achieve aligned climate and waste objectives	●	completed			
Pursue partnerships with other fashion weeks and organisations to further accelerate the sustainable development of fashion weeks globally	●	postponed	●	completed	
Develop and publish an annual sustainability report	●	completed	●	completed	●
Pursue partnerships with sustainable event venues			●	completed	
Set new internal and external goals for our sustainability work moving forward					●
Launch three-year action plan for 2023-2025					●
Share knowledge with our community on social justice, inclusivity, anti-racism, and intersectionality through e.g., webinars, newsletters, and our digital universe			●	completed	●
Partner with at least one NGO or organisation that aligns with our strategic focus on environmental and/or social sustainability			●	completed	●

While this section of our report focuses on our engagement with external stakeholders, Copenhagen Fashion Week prioritises partners who have strategic sustainability frameworks in place.

Zalando Sustainability Award

As a component of our strategic partnership with Zalando, for the second iteration of the Zalando Sustainability Award, the prize was awarded to streetstyle brand Nikolaj Storm Copenhagen during the SS22 edition of fashion week for his work with responsible business practices. With this winner announcement, the jury recognised the high potential for inspiring other brands in similar segments to implement sustainability measures into their business.

Code of conduct for suppliers

As another target within this area, we developed a code of conduct that was shared with our suppliers. Consequently, new suppliers will be required to sign the code of conduct to enter a partnership with Copenhagen Fashion Week.

2023 Sustainability Requirements: Partnerships

A key focus during 2021 was to engage in close dialogue with other organisations and fashion weeks to foster stronger alignment of our sustainability efforts.

A major milestone for us at fashion week was the selection of our requirements by the government-funded programme *Fremtidens Tekstiler* as the framework to train 50 Danish SMEs to lead to further action. The project kicked off in May 2021 and is overseen by Lifestyle and Design Cluster. Simultaneously, the programme served as a second pilot test to obtain valuable insights and feedback regarding the requirements' framework.

In terms of international outcome, the *2023 Sustainability Requirements* will be implemented in the Norwegian fashion industry through a partnership with the industry organisation Norwegian Fashion Hub and the Norwegian fashion event Oslo Runway. The partnership includes the implementation of the *2023 Sustainability Requirements* among the 60 Norwegian companies that are members of the Norwegian Fashion Hub as well as approximately 30 brands that participate at Oslo Runway.

Strengthening Nordic collaborations further, the Icelandic Fashion Council also announced to adopt the requirements for their members.

Partnership with WGSN

In addition to the *2023 Sustainability Requirements*, Copenhagen Fashion Week entered a strategic partnership with global trend forecasting authority WGSN to provide creatives with information to drive sustainability in the fashion industry. The new partnership leverages the respective strengths of both organisations to produce valuable information for brands, consumers, and wider communities. The partnership materialised in a podcast between WGSN president Carla Buzasi and Copenhagen Fashion Week CEO Cecilie Thorsmark, a webinar, a WGSN take-over of Copenhagen Fashion Week's newly launched *Sustainability Newsletter*, and contributions from Copenhagen Fashion Week to WGSN's white paper *Create Better – Innovating towards a sustainable future*, amongst others.

Advisory Board

In January 2019, Copenhagen Fashion Week established a Sustainability Advisory Board to help inspire and inform Copenhagen Fashion Week's overall sustainability strategy and *Sustainability Action Plan*. The former Sustainability Advisory Board turned into the main Advisory Board of Copenhagen Fashion Week, since sustainability is integral to all our activities, and as a result, a list of new members was welcomed. The Advisory Board now consists of both Danish and international members in the fields of fashion and sustainability and will provide insights and feedback on our activities and initiatives, including the *2023 Sustainability Requirements* and other current/upcoming projects.

- Amy Powney, Creative Director - Mother of Pearl
- Amelia Hoy, Diversity Consultant, Activist and Actor
- Baptiste Carriere-Pradal, Chair - Policy Hub and Chair of the Technical Secretariat of the Apparel EU Product Environmental Footprint project - Sustainable Apparel Coalition
- Carla Buzasi, President - WGSN
- Clare Press, Digital Creator and Founder of the Wardrobe Crisis
- Dio Kurazawa, Founding Partner - The Bear Scouts
- Kate Heiny, Director, Sustainability - Zalando SE
- Janet Mensink, Executive Director - SLCP
- Liesl Truscott, Corporate Benchmarking Director - Textile Exchange
- Nicolaj Reffstrup, Founder - GANNI

Social Responsibility

Adding targets to cover social responsibility was an important milestone for us in 2021. As a first step, all Copenhagen Fashion Week employees participated in an anti-racism and intersectionality course, led by the founder of *Danmarks Intersektionelle Højskole* and activist Mica Oh, which was translated into updates and revisions in Copenhagen Fashion Week's internal Company Handbook and the *Danish Ethical Fashion Charter*.

From there, we kick-started knowledge sharing activities by hosting an online webinar on inclusivity in hiring in the fashion industry with the founders of the *Nordic Fashion Directory*.

Partnerships with NGOs

We also partnered with two NGOs: Fashion Revolution and the Soulfuls. Copenhagen Fashion Week supported *Fashion Revolution* by being a partner on their *Fashion Open Studio* event with designer Maja Brix in April 2021 and by including *Fashion Open Studio* events with Kerne.Milk and Artikel København in the official Event Schedule during Copenhagen Fashion Week SS22. *Fashion Open Studio* aims to invite people to step inside the studios of designers and celebrate the people and processes behind the making of clothes.

As of October 2021, Copenhagen Fashion Week engaged in a partnership with *The Soulfuls*, a global community that celebrates cultural diversity and empowers the next generation of women. In partnering with The Soulfuls, Copenhagen Fashion Week supports The Soulfuls Mentorship Program over a period of six months, which includes media support, logo placement, as well as two representatives from Copenhagen Fashion Week engaging in the programme as mentors. The Soulfuls Mentorship Programme helps ensure that young women feel supported to find their place in the creative, media and entrepreneurship industries to ultimately make informed decisions about their futures.

Reporting on our 2021 targets: Part 2 – The Industry

ACCELERATING THE INDUSTRY

Status and future actions

	2020	status	2021	status	2022
Include sustainability descriptions on our website in brand biographies based on self-reporting, to create transparency	●	completed	●	completed	●
Develop point system for the 2023 Sustainability Requirements	●	completed			
Develop the technical implementation of the 2023 Sustainability Requirements in an online application	●	completed			
Carry out pilot test of 2023 Sustainability Requirements online application with all show applicants for the fashion week in January 2021	●	in process	●	completed	
Assess the 2023 Sustainability Requirements with show brands to create a baseline and gather feedback	●	in process	●	completed	
Establish a sustainability committee to screen admission applications	●	postponed	●	in process	
Facilitate biannual seminars in collaboration with experts and knowledge partners on the requirement focus areas	●	completed	●	completed	●
Host networking sessions for fashion brands in collaboration with relevant experts and knowledge partners to discuss challenges and share knowledge and ideas			●	postponed	●
Only accept applicants for fashion week in January 2023 who obtain the required score and comply with the minimum standards in each focus area					●
Develop industry guideline to promote diversity and inclusion in organisations					●

Copenhagen Fashion Week acknowledges our ability to influence the industry and the enormous responsibility and opportunity that comes with it to push for industry-wide change. The targets in this section focus on how Copenhagen Fashion Week can leverage its platform to help generate positive impact in the industry.

2023 Sustainability Requirements

Picking up on the processes from 2020, Copenhagen Fashion Week conducted a pilot test with 12 brands in January 2021 in collaboration with partners In futurum and Rambøll. The brands and organisations which took part in the pilot study included Baum und Pferdgarten, Birger Christensen, DK Company, Ganni, Fashion Society, Marimekko, Mykke Hofman, Rodebjer, Saks Potts, Soulland and Stine Goya. Additionally, the learnings and insights from the Grøn Genstart (green re-start) project led to the thorough revision and finetuning of the requirements, including the survey set-up in collaboration with Dansk Mode & Textil and Knowledge Partner In futurum.

To guide show brands through the requirements, Copenhagen Fashion Week conducted individual brand meetings in autumn 2021. During these meetings, brands were informed about the expectations of the requirements if they were not yet familiar, guided through the process and familiarised with next steps and relevant deadlines. The meetings also presented an opportunity to elaborate on the decision that all brands admitted to the official schedule of Copenhagen Fashion Week are required to complete the *2023 Sustainability Requirements* survey as part of the application process for AW22 and SS23. Brands are not yet required to meet the 18 Minimum Standards but are expected to complete the survey to allow sufficient time for meeting the minimum standards once they come into effect.

As part of this process and being aware that the requirements are not a new or additional certification or reporting system, Copenhagen Fashion Week decided to focus on the 18 Minimum Standards as the main admission criterion to become part of our fashion week. All brands that wish to showcase at Copenhagen Fashion Week must comply fully with 18 Minimum Standards to be part of the official show schedule. Brands will have to submit documentation for the Minimum Standards which will additionally be validated by an external screening committee. Copenhagen Fashion Week believes that these minimum standards will allow for a targeted and structured approach towards more responsible business practices in the fashion industry. Each consecutive year after the minimum standards come into effect in January 2023, Copenhagen Fashion Week may add additional standards to efficiently drive towards a common direction and to advance sustainability efforts within the industry.

In addition, brands will have to answer around 60 additional questions in a self-assessment survey covering all six focus areas of the requirements being strategic direction, design, smart material choices, working conditions, consumer engagement and show production. A point score is automated based on the answers provided in the survey. Copenhagen Fashion Week aims to support brands in achieving a minimum score of at least 40 points across all focus areas and to consequently raise the bar on the industry's sustainability efforts. It is a requirement that brands must earn scores in each focus area to ensure they work holistically with sustainability whereas the scoring within each focus area can vary based on their company-individual approach. After each edition of fashion week, brands are asked to attend one-to-one meetings with Copenhagen Fashion Week where their scores and seasonal targets will be discussed. With this approach, the score is meant to support brands in keeping track of their own progress and to motivate them in increasing their score from season to season..

Based on all survey submissions during AW22 and the findings from the Grøn Genstart project, Copenhagen Fashion Week will revise the requirements once more during Spring 2022, ensuring that constructive feedback is incorporated, the learnings from the pilot studies are considered and the requirements reflect state-of-the art industry developments prior to becoming admission criterion for Copenhagen Fashion Week. These changes are not meant to be substantial or exhaustive but aim to clarify and detail the requirements.

2023 Sustainability Requirements: Screening Committee

Copenhagen Fashion Week is currently running a pilot study together with In futurum and Dansk Mode & Textil to lay the foundation for establishing a committee to screen show applications, focusing on the *2023 Sustainability Requirements*.

Knowledge Sharing Activities

In late autumn/winter 2021, Copenhagen Fashion Week partnered with Copenhagen International Fashion Fair (CIFF), hosting a series of six webinars to cover all focus areas of the *2023 Sustainability Requirements*, explaining all requirements in more detail. The webinars invited guest speakers from In futurum and Dansk Mode & Textil, with an overall participation of 120 attendees, representing 42 brands throughout the series.

Networking Sessions

With this strong focus on guiding brands through the requirements, we did not host networking sessions for brands but focused on more engaging one-on-one onboarding and consulting with each brand on the schedule. Brands were given opportunities to engage with Copenhagen Fashion Week and relevant partners on the requirements, to share feedback and discuss any challenges they might face.

THE ROAD AHEAD

While we are working on implementing and executing our targets from our first Action Plan, the upcoming year already requires that we look even further ahead, into 2023–2025, setting new targets and refining our strategy for the years to come. Another major focus will be to continue pursuing more international partnerships to amplify the impact of the *2023 Sustainability Requirements* and drive change in the industry at a global scale.

Zooming out from this strategic outlook, this year will be crucial for the successful implementation of the *2023 Sustainability Requirements*, not only by aiding brands to successfully live up to them by building on their and the industry's ongoing support, but by fostering dialogues with other international organisations and partners.

On a practical level, we will continue to work closely with our show brands on sustainability related matters, introducing one-on-one meetings after each fashion week to foster dialogue and knowledge exchange around the *2023 Sustainability Requirements*. In alignment with this, we will collaborate on a more practical level with all external partners supporting the requirements through implementing them in their organisations and events, moving from partnership building to execution and knowledge sharing.

During 2022, we look forward to not only releasing the previously mentioned toolboxes for brands but aim to publish industry guidance on hiring inclusively in the fashion industry beyond runways and fashion week itself as a continuation of our efforts to promote social responsibility.

We anticipate an eventful and exciting 2022 as we continue to celebrate the best of Nordic fashion while fostering positive change as an event and platform!

THANK YOU

Copenhagen Fashion Week would like to thank all the fashion brands that share our vision and have supported our sustainability efforts immensely.

Thank you to our partners, sponsors and suppliers for your invaluable support.

Our sincere gratitude to the Executive Board of Copenhagen Fashion Week, Dansk Mode & Textil, WEAR, CIFF, Revolver and to our Advisory Board for constructive dialogues and feedback.

We would like to thank WGSN for a successful partnership in sharing knowledge and insights with a broader audience.

A final thanks to our Knowledge Partner In futurum and our Technical Partner Rambøll.

COPENHAGEN FASHION WEEK

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