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Increased representation from Scandinavian brands at Copenhagen Fashion Week

Industry expectations and excitement are high as Copenhagen Fashion Week, 6-9 August, looks forward to welcoming brands, press and buyers to the SS20 edition.

This season Copenhagen Fashion Week boasts 41 shows and presentations from Danish, Scandinavian and international brands such as Ganni, Stine Goya, By Malene Birger and Cecilie Bahnsen. The sustainable fashion brand BLANCHE will officially open Copenhagen Fashion Week on Tuesday, 6 August, followed by three days packed with shows, presentations and industry events.

More Scandinavian brands at Copenhagen Fashion Week

As of the SS20 edition, Copenhagen Fashion Week is the sole Scandinavian fashion week on the international schedule following the cancellations of both Stockholm Fashion Week and Oslo Runway, and a growing number of Swedish and Norwegian brands will therefore be in Copenhagen to showcase their SS20 collections. The shows and presentations include Swedish brands such as Rodebjer, HOPE, Little Liffner and Stand, as well as the Norwegian fashion house Holzweiler, which is showing for the fifth consecutive season. The presence of these Scandinavian brands, alongside the acclaimed Danish brands and high-profile international guests, bears witness to Copenhagen Fashion Week's increasingly unique position on the international fashion calendar.

"I'm very pleased with the current development of Copenhagen Fashion Week. The high quality of Danish brands combined with the increase in representation from Swedish and Norwegian brands, not to mention a number of sustainable brands taking center stage, is a development I find very exciting. I look forward to watching it all unfold over the course of the week," states Cecilie Thorsmark, CEO of Copenhagen Fashion Week.

Sustainability sets the direction for Copenhagen Fashion Week

Keenly aware of the fashion industry's substantial environmental and social impact, in early 2019 Copenhagen Fashion Week announced its ambition to intensify efforts to become a more sustainable event and industry platform. Copenhagen Fashion Week's new sustainability strategy is now underpinned by United Nations Sustainable Development Goals 10, 12, 13 and 17. In autumn 2019 Copenhagen Fashion Week will launch a three-year plan designed to help accelerate the sustainable development of the fashion industry by setting new standards for fashion week participation. Visit copenhagenfashionweek.com/sustainability to learn more about the new sustainability strategy and concrete initiatives.

Industry events all week

CIFF and Revolver, Copenhagen's two fashion fairs devoted to providing exhibitors, the press and buyers with an inspiring networking environment, will open their doors 7-9 August, showcasing emerging design talents, established and contemporary brands, and cutting-edge designers. The Meet the Nordics showroom, which will take place on Wednesday 7 August, continues to focus on sustainability by presenting sustainable Scandinavian brands. It will also host a panel talk on sustainable fashion with Scandinavian industry leaders from, for example the Swedish brand House of Dagmar and the Danish brand Carcel. Finally, The Jewellery Room will showcase some of the most important Scandinavian and international jewellery brands, welcoming the press and buyers on Friday 9 August.

Copenhagen Fashion Week kicks off on Tuesday 6 August and ends on Friday 9 August. See the [official SS20 schedule](#)

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