

SKAGEN AND COPENHAGEN FASHION WEEK ANNOUNCE 2021 PARTNERSHIP

It is with great excitement that Danish-inspired watch and jewelry brand, Skagen, and world-renowned Copenhagen Fashion Week announce their year-long partnership in February 2021 coinciding with the Autumn-Winter fashion week. With a shared core value of sustainability, the partnership between Skagen and Copenhagen Fashion Week offers a unique opportunity to create inspiring editorial content in connection with the collaboration. The accessories brand and biannual fashion week are deeply rooted in the Scandinavian fashion and design communities— bringing the modern and joyful Danish lifestyle to followers around the world.

Skagen first collaborated with CPHFW in 2019 alongside Danish design darling Helmstedt. The brand's co-designed collection walked the runway in August 2019 and again in February 2020. Skagen was inspired by Copenhagen Fashion Week's esteemed designers, global fashion influence, and commitment to supporting industry-wide sustainability. Since then, the two have founded a unique partnership on the common grounds of their Danish heritage.

"We are incredibly proud to be partnering with Copenhagen Fashion Week. As one of the most influential international fashion weeks, they have become a beacon for Danish lifestyle, emerging and established global designers, and are creating industry-wide change," says Steve Evans, Chief Brand Officer. "In the coming months, we look forward to sharing more of our partnership — from collaborations with inspiring brands, to discussions about sustainability and the future of fashion with the CPHFW CEO, Cecilie Thorsmark."

During the year-long partnership, Skagen and Copenhagen Fashion Week will execute collaborations with Scandinavian designers, programs with global ambassadors, authentic conversations surrounding sustainability in fashion and more.

"I am so excited to have Skagen as part of Copenhagen Fashion Week once more: their exploration of Danish modernity makes them a natural affiliate to our ethos of supporting the best of Nordic talent. I look forward to activating and strengthening our partnership and parallel dedications to celebrating creativity in design," says Cecilie Thorsmark, CEO Copenhagen Fashion Week.

To learn more about Skagen and Copenhagen Fashion Week's partnership and to stay updated on what's to come, please visit skagen.com, copenhagenfashionweek.com, and follow [@skagendenmark](https://www.instagram.com/skagendenmark).

Skagen

Since 1989, we've been inspired by Skagen City and the Danish coastline. We embraced Danish minimalism, creating slim styles and color combinations that reflect a quiet, coastal living. It's a style that's still authentic to us today. Denmark has much to celebrate. As we

honor

our heritage, we're expanding our range of influence to include areas of relevance that are of the moment.

Copenhagen Fashion Week

Copenhagen Fashion Week is the leading Nordic biannual fashion week held in January/February and August. Each season, esteemed industry leaders attend four days of showcases and events alongside the two trade shows CIFF and Revolver.

Sustainability is the core focus area for Copenhagen Fashion Week. Copenhagen Fashion Week strives towards making substantial changes to the way the event is executed, and works to inspire and encourage the industry to take steps towards becoming more sustainable. Read more about our focus on sustainability [here](#).