

## **SKAGEN CELEBRATES WORLDPRIDE IN DENMARK WITH NEW AAREN PRIDE STYLES AND CONTINUED PARTNERSHIP WITH INTERPRIDE**

**Richardson, Texas – August 5, 2021** – Skagen is thrilled to celebrate WorldPride in Copenhagen — the highly-anticipated biannual global event that promotes visibility and awareness of lesbian, gay, bisexual, and transgender issues on a global scale — with a continuation of our Aaren Pride collection that was released in tandem with a minimum \$25,000 donation to InterPride in 2021. We support their mission of promoting LGBTQI+ Pride on an international level and we're proud to release these new limited-edition Pride styles commemorating Danish heritage.

Inspired by the iconic 17th-century Nyhavn waterfront houses in Copenhagen, our Aaren Copenhagen style features a colorful, lenticular face to celebrate your Pride year-round. The collection now also features two new timepieces with long-time partner, Hoptimist. Founded in the late 1960s, Danish designer Gustav Ehrenreich created a Happy Movement with the Hoptimist, a bobble-headed and fabled figurine with a cheery disposition and endless optimism. Like Skagen, Hoptimists embrace love, which can now be shown off with exclusive timepieces featuring pairings of two brides and two grooms. Also launching in Skagen's Pride collection are two beaded bracelets inspired by the rainbow and transgender flags.

The Copenhagen and Hoptimist watches (41MM case size) retail for \$125, and the bracelets retail for \$40.

For more information on the Aaren Pride collection and to stay updated on what's to come, please visit [skagen.com](https://www.skagen.com) and follow [@skagendenmark](https://twitter.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.

### **InterPride**

Founded in 1982, InterPride represents the global Pride movement of over 1,200 organizations and currently has more than 400 members from over 70 countries. They provide resources for human rights, racism and oppression awareness, scholarships, and more. To learn more about InterPride, please visit <https://interpride.org/> and follow InterPride on social media:

Instagram: [@interpride](https://www.instagram.com/interpride)

Facebook: [@InterPride](https://www.facebook.com/InterPride)

Twitter: [@InterPride](https://twitter.com/InterPride)

LinkedIn: [@InterPride](https://www.linkedin.com/company/InterPride)

[#YouAreIncluded](https://www.instagram.com/interpride)

## **Hoptimist**

A Hoptimist is all about smiles, optimism and high spirit. Give a Hoptimist and experience the joy of giving. Gustav Ehrenreich created the happy movement in the late 1960s, which has gone on to earn itself a place in Danish design history. Today, there is a happy Hoptimist for every room and every occasion. We are proud to represent a range of products, which are loved across all ages and gender groups. Wherever it finds itself, your Hoptimist is guaranteed to spread joy and smiles.