

SKAGEN AND DANISH FASHION BRAND SOULLAND LAUNCH LIMITED-EDITION WATCH COLLECTION AT COPENHAGEN FASHION WEEK

Richardson, Texas – January 31, 2022 – Skagen is excited to launch our collaboration with contemporary fashion brand, Soulland, with a limited-edition timepiece collection. First announced at the fashion brand’s much-anticipated runway event during Copenhagen Fashion Week in August 2021, the watches are inspired by Soulland’s Spring-Summer ‘22 collection — titled, Time: Our Tyrant. The Soulland x Skagen collection launches on January 31 exclusively at Copenhagen-based retailer Storm, followed by Skagen and Soulland channels beginning February 7.

“We were thrilled when our partners at Copenhagen Fashion Week first connected our teams together. As long-time fans of Soulland, we knew that their modern take on fashion and strong Danish roots would make for an impactful partnership,” says Steve Evans, EVP Chief Brand Officer. “During the process of our collaboration, we found alignment in our brand values, including a focus on designing with a purpose and taking steps towards a more sustainable future. We’re excited to officially launch this collection around Copenhagen Fashion Week.”

The Soulland x Skagen collection includes two reimagined designs of one of Skagen’s most iconic watch platforms, Melbye. While maintaining Melbye’s hallmark details, the limited-edition timepieces feature a Japanese moonphase movement, sunray dial with date outer track and specialty etchings — all paying homage to Soulland’s SS22 concept and modern design perspective. The watches feature a 40MM case made with at least 50% recycled stainless steel and 25MM straps, each retailing for **\$165**.

In addition to the two collection timepieces, Skagen and Soulland will launch a limited run of a special runway style, an orange colorway seen only at the show last August. The runway style will be available in just 13 units on Skagen and Soulland’s channels beginning February 7.

“Those familiar with Soulland know that all kinds of collaborations are in our DNA, but we have actually never created watches before. It’s such a technical product, and the design process really fascinates me. I feel super excited and privileged to work with the specialists from Skagen to launch two watches that are high quality in both function and design — that goes very well in hand with the ambitions in everything we do at Soulland. Our SS22 collection is titled Time: Our Tyrant, which makes the collaboration even more of-the-moment and relevant,” says Silas Oda Adler, Creative Director and co-founder of Soulland.

“Responsibility is in everything we do at Soulland. It has been so always, but years ago we made the decision to incorporate this in all processes of our business — as a team together,

with our suppliers and collaborators, to really push ourselves to do better. Nobody is perfect, but we are all obligated to at least do our best, and Skagen working with 50% recycled stainless steel is a great and impressive step in the right direction that fits with the direction of Soulland,” adds Jacob Kampp Berliner, CEO and co-founder of Soulland.

Skagen is also excited to continue our partnership with world-renowned Copenhagen Fashion Week, who have established themselves as a beacon for Danish lifestyle and leader in the sustainable fashion space. During CPHFW’s February AW22 showcase, Skagen and Soulland are thrilled to share a first-look at our second collaboration, launching later this year.

For more information on the Soulland x Skagen launch and to stay updated on our second collaboration together, please visit [skagen.com](https://www.skagen.com), [copenhagenfashionweek.com](https://www.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.

Soulland

Soulland was founded in Copenhagen, Denmark in 2002. Through Soulland, Silas Adler, Creative Director and Jacob Kampp Berliner, CEO, present their take on the contemporary fashion brand. Through its global network, Soulland strives to push fashion forward by promoting open-mindedness, responsible production and freedom in creativity. In November 2020, Soulland published its first annual paper discussing the brand’s initiatives within responsibility and sustainability. The aim of the new annual responsibility paper by Soulland is to be transparent – both in areas where the brand excel and where Soulland need to improve.

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](#).