

Press release
10 February 2010

Kopenhagen Fur and ten designers pay homage to diversity

– Danish designers' ideas for innovative fur creations



Creativity, innovation and superb craftsmanship are recurring themes in Kopenhagen Fur's opening show for Copenhagen Fashion Week. Ten Danish designers with widely differing backgrounds have been hand-picked to present their innovative ideas on fur design anno 2010.

In the run-up to the show, the designers have been giving free rein to their imagination in Kopenhagen Fur's creative centre, Kopenhagen Studio, which regularly invites designers in to exchange ideas on innovative fur design in collaboration with the centre's professional expertise. For this show, Kopenhagen Studio has opened its doors to Benedikte Utzon, Christian Westphal, David Andersen, E&L by Lundqvist, Elise Gug, Islæt, Louise Amstrup, Soulland, Søren Bach and WHITE.

"We are proud to present such an interesting field of designers who embrace widely differing styles, and who range from established designers to up-and-coming talents. What they share is an understanding of the material with which they are working and, in particular, they all master the material's limitations and challenges," says Kopenhagen Fur's Design and Production Manager Michael Holm.

How the individual designers interpret the fur can be seen in their use of dyed fur combined with hairdresser-inspired techniques, including couture-like elements and developing fur wovens as well as fusing fur with other materials.

In participating in the show, Copenhagen Fur wants to actively support the efforts to make Copenhagen an international fashion centre and put Danish fashion and design on the world map.

“As the principal sponsor for Copenhagen Fashion Week, we are looking forward to an exciting week of fashion. This year we wanted to contribute to the fashion week with a show that presents the best within fur design, which ten enthusiastic designers have developed in collaboration with the professional expertise available at Copenhagen Studio,” says Copenhagen Fur’s Marketing Director, Patrizia Venturelli Christensen.

For further information, interviews, pictures etc., please contact:

Kopenhagen Fur

Marketing Communication Manager
Ditte Hejberg Sorknæs
Telephone +45 2268 0968
E-mail dso@kopenhagenfur.com

House of Communication

PR consultant
Annette Spanggaard
Telephone +45 3322 0020/+45 2926 2024
E-mail annette@houseofcommunication.com

More about Kopenhagen Fur

Kopenhagen Fur is one of the world’s largest fur auction houses and leading suppliers of fur. The company is a cooperative established by Danish fur farmers. Today, Kopenhagen Fur is well-known as a supplier of some of world’s highest quality furs.

Kopenhagen Fur is not only the largest fur auction house in the world with sales of around 18 million mink skins and a further 2 million skins of other origin – it is also an international fur brand. Kopenhagen Fur is a market leader and the most sought-after fur brand for the most exclusive designers worldwide.

<http://www.kopenhagenfur.com/corporate>

More on Kopenhagen Studio

Kopenhagen Studio was established in 2005 as a division of Kopenhagen Fur. Kopenhagen Studio is a centre for creativity, innovation and craftsmanship. Kopenhagen Studio’s in-house furriers are dedicated to developing new ideas and techniques for using fur in collaboration with both up-and-coming and established designers in both fashion and design.

<http://www.kopenhagenfur.com/studio>