

From Copenhagen to Shanghai – a Danish-Chinese fashion adventure

- Copenhagen Fur goes to Shanghai EXPO 2010

A fashion show exhibiting both Danish and Chinese fur design was the culmination of Copenhagen Fur's involvement in Shanghai EXPO 2010. Copenhagen Fur, Danish designers and Chinese design students presented in a grand fashion show based on three of Hans Christian Andersen's most famous fairytales. Together they showed the prime of Danish and Chinese fur fashion.

The fashion show took place on the Denmark Day on June 29. On the catwalk there were styles from both Danish and Chinese designers. The latter have been educated at Copenhagen Studio on Beijing's famous Tsinghua University. Copenhagen Studio is supported by Copenhagen Fur, whose vision it is to support fashion and design nationally and internationally. Therefore, Copenhagen Fur also renewed its agreement with Tsinghua University following the fashion show. Thereby the two parties set another milestone in this intercultural partnership.

The designers showcased on the catwalk on June 29 are some of Denmark's greatest designers such as Cecilie Toklum, Ole Yde, Julie Fagerholdt, Soulland and Benedikte Utzon. The innovative styles from Tsinghua students present the future of fur fashion, and served as an inspiration for everyone watching the show.

A new window to Chinese fashion was opened to the Chinese press invited to the event: "The Chinese likes Western fashion very much and is strongly inspired hereby. This fashion show proves that we can also be inspired by Chinese fashion", said Marketing Director Patrizia Venturelli Christensen. Copenhagen Fur is so certain on this that they have decided to cooperate with several established Chinese brands already, such as NE Tiger, Jefen and Guo Pei.

The fashion show was styled by the design agency Femmes Regionales. The show was composed from an inspiration from Hans Christian Andersen's famous fairytales: the Nightingale, Thumbelina and of course the Little Mermaid. The world famous floral artist Nicolai Bergmann made flower decorations for the models to wear on their heads during the fashion show. The cooperation with Nicolai Bergman is one of the new initiatives by Copenhagen Fur, who is now focusing not only on fashion designers but also on artists.

The show was attended by the prime of Danish and Chinese VIPs. The Danish Royal Family, Danish and Chinese ministers as well as Chinese VIP partners. Only 200 people were present so it was a quite exclusive crowd.

Shanghai EXPO 2010 will go on until October 31, 2010, where all the pavilions except the top five will be annihilated. The Danish Pavilion is presently one of the top five.