

SKAGEN ANNOUNCES COLLABORATION WITH DANISH FASHION BRAND SOULLAND AT COPENHAGEN FASHION WEEK

Richardson, Texas – August 10, 2021 – It is with great excitement that Skagen announces our collaboration with contemporary fashion brand, Soulland, to create a limited-edition timepiece collection. Inspired by Soulland’s Spring-Summer ‘22 collection — titled, Time: Our Tyrant — the watches will first be revealed at the fashion brand’s much-anticipated runway event during Copenhagen Fashion Week this August. The Soulland x Skagen collection will launch online to shop in early spring of next year.

“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 share this collection during Soulland’s Copenhagen Fashion Week show and to officially launch in the coming months.”

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 each feature a 40MM case made with at least 50% recycled stainless steel and 25MM straps.

“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 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 fashion week, we will not only be present in Soulland’s runway show, but

also engage with iconic bike brand Velorbis and local ambassadors to celebrate our ongoing partnership.

For more information on the Soulland x Skagen announcement 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.

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](#).