

DANISH MODERN FURNITURE

TARGET

- Design-conscious creatives & modern professionals
- Individuals interested in architecture, furniture, art, and contemporary fashion
- Appreciate subtle, logo-free luxury
- Gen X, Millennials, and Gen Z
- Prefer understated pieces with intellectual depth

Positioning: Quiet, design-led contemporary brand with a refined identity

OCCASION & STYLE

- Elevated everyday wear
- Gallery visits, creative meetings, fashion events
- A modern daily uniform
- Versatile pieces that transition from day to evening

Style Direction: Architectural minimalism with sculptural presence Clean yet expressive through form

FORM & SILHOUETTE

- Sculptural yet controlled proportions
- Hybrid constructions (layered, skirt-over-pant elements)
- Curved lines inspired by furniture design
- Structured shoulders, defined shapes, intentional volume
- Barrel and balloon influences with modern refinement

Core DNA: Form-driven design Balanced structure and organic curvature
Volume with purpose

MATERIAL & FABRIC

- Cotton poplin for crisp structure
- Cotton twill for soft utility feel
- Tailored stretch wool
- Stretch wool for tailored precision
- Leather for sculptural structure and edge
- Structured, shape-holding textiles
- Natural, tactile, and durable materials

Material Philosophy: Natural-based, tactile fabrics that hold shape and support architectural silhouettes

COLOR WAY

- Warm Neutrals
- Deep Muted Tones
- Soft Light Base
- Accent Elements

Color Philosophy : Low-saturation, furniture-inspired tones that express understated luxury and modern restraint.