Beat: Lifestyle

SHANGHAI FASHION WEEK INVITED EUROPEAN TALENTS FOR THE SQUARE PRESENTS

INVITED THREE EUROPEAN BRANDS

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During an impressive show, The Square will present three brands that each have something unique to offer through their different styles and price points. The inspiring runway show will display European fashion to the Chinese market and showcase fashion and creativity diversity in one show. The focus will be on high-quality timeless styles.

'Fonnesbech' from Denmark is an innovative womenswear brand with over 150 years of heritage. It was relaunched in Copenhagen in 2014. The brand is based on the use of high-quality materials, craftsmanship and its impressive archive of old designs combined with an innovative approach to materials and design. With a modern approach to responsible fashion, the brand demonstrates how a green mindset can inspire the world of fashion.

'Les Deux' from Denmark was created in 2009 in Copenhagen and it has created a niche in the market, where preppy style meets streetwear, in a simple, but unique way. Les Deux is timeless and for everybody, and its collections show its love for classic Oxfords and stylish polos. Stripped of all embellishments, its SS16 collection showcases 'going backwards to move forwards'.

'Numerootto' from Italy is a favourite with young women for its use of metallic leather material. The brand's striking mix of textures integrates both fluid and structured shapes in metallic leather for today's powerful women. It aims to revolutionise the use of fur by putting fur elements into spring/summer designs, making fun and creative pieces that are relevant all year round.

Kopenhagen Fur, a natural fabric supplier, and Shangtex, a textile/fashion service provider, worked together with a world-renowned open fashion platform, Shanghai Fashion Week, to gather talented international fashion brands and designers.

Source : Kopenhagen Fur

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