

Fashion

Accessible luxury & haute sustainability

Danish fashion is human-centred and designs for the way most people actually live: working long hours, being active outside, and going to meetings and social gatherings. Copenhagen is often considered the world capital of sustainable fashion.



Danish fashion reflects the Danish creative DNA and design heritage, emphasising less-is-more aesthetics combined with a sleek and playful sense of style. It has been described as ‘democratic’: It is for most people rather than the top 1% and caters to a demand for accessible luxury, providing original design at prices that are not generally associated with high-end designs. It is functional and accessible. And while the global fashion industry pursues novelty at an ever-accelerating pace with more and more collections, the Danish fashion industry, with a focus on more functional lines, is trying to make fashion items last longer.

Longer-lasting design is one dimension of a highly increased focus on more sustainable fashion. The global fashion industry has a significant carbon footprint, and its production often challenges sustainability regarding water use, pollution, child labour, and waste of resources. The Danish fashion industry has decided to do something about that.

Beginning in 2023, Copenhagen Fashion Week will introduce 17 minimum requirements and a host of additional actions for increased sustainability. This environmental focus means Copenhagen Fashion Week has become a must-go event for those who want to move fashion in a more sustainable direction, with Global Fashion Agenda in Copenhagen as the leading global summit for sustainability in fashion.

– As the Scandinavian fashion haven, Copenhagen is already a pinnacle for a sustainable style where desirable design consists of minimalist aesthetics suited to simplistic silhouettes that are inherently functional. It is a smart design for an efficient sense of style associated with what has been referred to as the ‘Scandi Girl.’ Brands like GANNI, Stine Goya, and Saks Potts are familiar members of this style trend, according to Forbes, 2020.

Explore cases from the Danish fashion industry at www.creativedenmark.com

Fashion

Accessible luxury & haute sustainability

Danish fashion in numbers

WORKFORCE

19,421

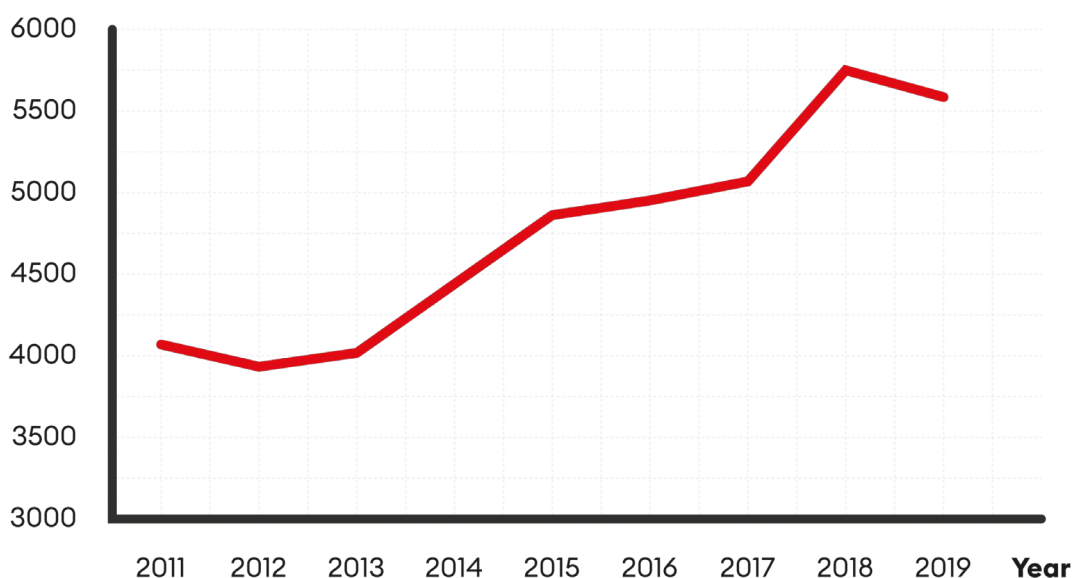
EXPORT

€5.58m

REVENUE

€8.40m

Export growth
in m EUR



Explore cases from the Danish fashion industry at www.creativedenmark.com

Source: Statistics Denmark, 2021