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PREVIEW

## What not to miss at the Copenhagen trade shows this week

At CIFF's SS17

edition  
by **Maria Hunstig** – January 31, 2017

Copenhagen Fashion Week is kicking off today (with an opening show by Won Hundred), while it isn't until tomorrow that the city's two big fashion fairs, CIFF and Revolver are opening their doors, running from February 1-3 this time.

At Bella Center, **CIFF** will hold its "biggest fair to date", peppered with a promising line-up of brands and agencies including such names as Rich & Hech, Slam Jam or Marr London and a comprehensive program of special projects and collaborations, including installations by "concept brand" This Is not Clothing, A-COLD-WALL founder Samuel Ross and designer Jobe Burns, Han Kjøbenhavn, Super x Gosha Rubchinskiy and Porter Bags.



Han Kjøbenhavn look

Under the umbrella of its CIFF Showscene concept, CIFF is also hosting a roster of fashion shows by Danish designers AT its fair grounds, amongst these presentations by Tonsure, Martin Asbjørn, Han Kjøbenhavn, or the VIA Design Graduates. All runway shows at CIFF Showscene will be live streamed on the CIFF website.

In its contemporary ready-to-wear area LAB, a variety of high profile agencies will once again find their homes, amongst these Freudian Kicks (Atp Atelier, Nue Notes, LoveChild 1979, Rodebjer or Kaibosh), Now Agency (Lala Berlin, Sportmax, Maison Margiela MM6, The Seafarer or Mackintosh), or Tomorrow (Christopher Raeburn, White Mountaineering, SJYP or Tibi).

The show's Raven and Raven Projects area will house a selection of global menswear, with highlights such as Cottweiler, Phire Wire, Xander Zhou or Axel Arigato. Renowned Japanese retailer BEAMS will bring its own plus several further Japanese brands to the show and LA-based streetwear brand 424 will display a collaborative collection (including clothing, but also candles, perfumes, posters, bags and tools) with design brand Armes.

On top of the show's ground floor, Cliffe's 1st and 2nd floor will offer permanent showrooms and a shoe fashion show (on Thursday, 2pm). The offer will be rounded up with trend and retail talks organized by Pej Gruppen (ground floor, stand B6-022A).



White Inside Revolver

Also **Revolver**, located at Øksnehallen, will present a variety of new brands this season, include the Swedish brands Totême by Elin Kling and Schnayderman's, Kings of Indigo from the Netherlands and four new Danish brands; Akins Collective, Elaine Hersby, mfpn (for which Revolver will also co-host a fashion show) and Becksöndergaard. These will join Scandi-favorites such as Soulland, Saks Potts, Whyred and Mads Nørgaard Copenhagen.

For the second time, Revolver will also host a mini-edition of White Milan. "White Inside Revolver" will present an accurate selection of Italian brands that have participated in the successful Milanese White Man & Woman trade show (14-16 January), including names such as PDR Phisque du Role, Corelate, Nine In The Morning, OOF, Delirious, Virginia Bizzi, Aalto, Sides Wow and Oc Lab.