

**FOR IMMEDIATE RELEASE****Skagen Designs Promotes Steen Albrechtslund to Group Managing Director Worldwide**

**March 23, 2009 – New York, NY** – Skagen Designs, the Danish design and accessories leader celebrating its 20<sup>th</sup> Anniversary year, today announced the promotion of Steen Albrechtslund to Group Managing Director Worldwide. A strong advocate of “creating the box and *then* thinking out of it (if there’s no box, how can you think out of it?)” in order to achieve maximum business results, Albrechtslund, 43, will lead Skagen’s continuing growth in the U.S. and spearhead the brand’s international expansion.

Formerly Managing Director of Skagen’s Asia Pacific operations since 2007, Albrechtslund’s new post will include leading all three Skagen corporate headquarters around the world: its U.S. office in Reno, Nevada; home-base in Copenhagen, Denmark as well as the Hong Kong office. In an effort to introduce global improvements and greater operational efficiencies as Albrechtslund successfully accomplished in Hong Kong, he will also drive enhanced coordination among the core business units: Skagen EMEA (Europe Middle EastAfrica), Skagen APAC (Asia PACific) and Skagen Designs (Americas).

Since joining Skagen’s senior management team more than two years ago, Albrechtslund has demonstrated unparalleled ability to successfully develop and execute an operational structure necessary to drive sales growth – specifically in the APAC region with growth rates exceeding 50% year-on-year as well as engineer an efficient supply chain.

“To further fuel the continued growth of Skagen Designs worldwide, it’s critical to retain the best talent and resources. Steen Albrechtslund’s leadership skills and industry foresight will allow us to align with the increased complexity that our growth across borders and all sales channels have created,” stated Charlotte and Henrik Jorst, founders of Skagen Designs. “We are thrilled to have the opportunity to work along side someone with Steen’s expertise and drive.”

Albrechtslund came to Skagen with more than 20 years hands-on experience of learning the core competencies of business areas including global marketing, sales, strategic sourcing, product development and manufacturing – all in a variety of countries and languages including English, German and Chinese. He has held increasingly responsible executive positions with leading global brands including SonyBMG and Carlsberg, where he as a commercial director in Asia Pacific was responsible for developing and implementing strategic and commercial competence programs for the Danish brewing giant. In the years 2002-2004, Albrechtslund also worked as an associate professor at the University of Copenhagen.

“What really excites me about Skagen is our basic proposition to the markets offering affordable luxury and unique design that resonates well with consumers. We are an agile and swift decision maker, a rare privately held company with passionate and charged people determined to compete against the corporate juggernauts in our business,” says Steen Albrechtslund, Group Managing Director Worldwide.



### **About Skagen**

On the northern-most peninsula of Denmark where the North and Baltic seas merge, the picturesque beaches of Skagen offer respite from the commotion and complexity of modern life. It is no wonder countless artists have made their pilgrimage here to capture the stark, elemental beauty of the sea, the light, the air and the sand.

Nearly two decades ago, Copenhagen émigrés Henrik and Charlotte Jorst founded Skagen Designs on the same aesthetic ideals that inspired those artists. Skagen produces everyday works of art that prize simplicity over embellishment and harmony over extravagance. Merging natural, high quality materials with clean, uncomplicated composition, Skagen epitomizes the beauty of Danish Design. Visit [www.skagen.com](http://www.skagen.com).

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