



the elements of danish design

Press Release
Skagen Designs
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SKAGEN DENMARK: Signature Styles and Innovative Designs Launching in their 20th Anniversary Year's Spring Collection

New York, NY – It has been twenty years and designs obviously improve with time. The Skagen Denmark Spring 2009 Collection is being introduced to partners this week, with styles reflecting the signature elements of Danish design, featuring the Skagen trademark of ultra-slim cases and contemporary designs. The privately held company, founded by two Danes -- husband-and-wife team Charlotte and Henrik Jorst, has maintained a Danish sensibility of quality, classic, clean, contemporary lines that lend their pieces a decidedly organic feel.

For its Spring 2009 watch collection, the Skagen Denmark Steel Collection introduces women's ultra-slim stainless steel mesh styles in subtle colors with hints of glitz. Large cases for women will be new this season, with pops of dial colors like light blue and pink, surrounded by crystals Made with CRYSTALLIZED™ –*Swarovski Elements*. Great colored, textured leather straps will be seen with large cases and color combinations like rose gold and white or black and silver. For men, extra large cases will be introduced in the Steel collection in square or round cases, with big date function. In the Skagen Denmark Titanium Collection, new men's link watches with special multifunctional dials will be launched in Spring, with blue and grey dials. Finally, the Skagen Denmark Swiss Collection, which features Swiss movement and superior technology, will see new women and men's link watches in black and grey.

"Everything we do is shaped by our Danish heritage," explains Henrik and Charlotte Jorst, creator and principles of Skagen. "Our goal has always been to expand upon the high quality, classic design of our watch collection and introduce Skagen as a lifestyle brand."

Skagen Designs has also developed strong Jewelry and Sunglasses Collections that have been received well on a global level. All Skagen Denmark Jewelry is made of nickel-safe, hypoallergenic stainless steel, while the Sunglasses come in Titanium, Steel, and Acetate designs. Each piece from the Skagen Denmark Collection, from watches to jewelry to sunglasses, encompasses the creative Danish spirit with clean, elegant designs, skillful craftsmanship and technical perfection.

2009 is the 20th anniversary of Skagen Designs, formed by the Jorsts out of their apartment in New York City. From hitting the pavement to sell watches to stores door to door in their first days, to now distributing in over 60 countries worldwide, Skagen Designs proves to be a strong and still emerging accessories company. Loyal fans across the globe look to Skagen Denmark

products for their signature slim, contemporary looks that will always be a hallmark in each season's collection.

Skagen is available at Macy's, Dillard's, and Nordstrom nationwide. Skagen has flagship stores in Skagen and Copenhagen, Denmark, and Tokyo, Japan.

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.

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.

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