

# A New Fashion Consciousness

## The Everyday Aesthetes by Dorothea Gundtoft

Co-founded by two sneaker-loving friends, Kasper Høj Rasmussen and Thomas Refdahl, ARKK COPENHAGEN is a lifestyle sneaker brand that combines a modern streetwear style with Danish design ideals.



Northerners have long lived and breathed design as a natural aspect of daily life. From public buildings to homes, we grew up surrounded by internationally-recognized design classics. From furniture mastodons to architecture, everything is always created with an eye for functionality and simplicity. In recent years, Nordic fashion has attracted more and more international customers longing to buy into the lifestyle, a more straightforward way of living—resulting in many photographers flocking to northern Europe to capture the stunning array of Nordic style.

I have covered Scandinavian fashion for more than 12 years now, with a focus on discovering new talents and following the development of established brands. Today, international bloggers, influencers, and editors travel from all over the world to fashion weeks in Copenhagen and Stockholm just to witness and capture the local street style scene.

Nordic fashion has blossomed, due to an upheaval of interest in all things hailing from the chilly Nordic region; everything considered “New Nordic,” from food to sustainable clothing, is hot stuff on the world stage. Large fashion companies such as Filippa K or Acne are readily available in international department stores, and new talents such as Saks Potts and Ganni have gathered a large following of international influencers and celebrities. Even arty fashion designers such as Henrik Vibskov or Anita Hirlekar (see pp. 70-71) are available on the show schedule during Paris Fashion Week! These brands →

