

ICH
THE REFLECTION
BIN
SPRING-SUMMER 2008 THE 9th COLLECTION
ICH
BY
MALENE BIRGER

PRESS RELEASE

SPRING SUMMER 2008

Extreme is the theme when it comes to this season's amazing global exposure and expansion of BY MALENE BIRGER

THE EXPOSURE

This year, Malene Birger brings her sense of style to a variety of design projects proposed from around the world. For Canadian TV5, Ms Birger was interviewed for a special programme on the different city styles from around the globe. Malene expressed her view on the distinctive Danish style seen in Copenhagen. The special will be aired in 267 million French-speaking households worldwide.

German ZDF interviewed Malene as part of a documentary series telecast this Summer/Fall 2007 on the next generation of European royalty. One of Europe's biggest public broadcasters, ZDF has earned numerous awards for their very visual editorials, including an Emmy.

Biennalen 2007 is a prestigious exhibition of art, fashion, furniture design, production design, arts and crafts. And Ms Birger was invited to participate. Her stunning SALON creation will be on view at the Trapholt Art Museum and at Koldinghus in Denmark from May to July.

The Danish Design Center (DDC) invited Malene to be one of 13 Danish design labels to express the unique thinking behind her beautiful brand. Called "Naked", the exhibit is on display from June to October.

Ms Birger's stunning home and eye for interior design and décor will be featured in a brand new coffee table book, "Designerhjem" (Designer Home), coming out this August.

French icon of beauty, L'Oreal, asked Malene to design a special limited edition bottle of Elnett hairspray, an exclusive collaboration and the first of its kind in Denmark. Launched during Copenhagen Fashion Week from the 8th to 12th of August, you can also find the bottle in beauty and cosmetic boutiques.

One of Ms Birger's unique evening gowns will be featured in a couture editorial in the upcoming August issue of Vs. Magazine. Supported by the Danish Ministry of Business and Economic Affairs, it will be on exhibit during Copenhagen Fashion Week, and in September during New York Fashion Week, attended by Crown Princess Mary of Denmark.

THE MARKETING

BY MALENE BIRGER has decided to increase its media exposure to reflect its rapid expansion on a global scale. A collaboration has already begun with Berlin-based press agency, Fake PR. A gorgeous new ad campaign featuring the AUTUMN/WINTER 2007 collection will appear in Vogue Magazine in France, Germany and the UK, as well as Elle Magazine in Germany, France, Sweden, Norway and Holland. The campaign will also run in Harper's UK and in global Danish magazines Costume, Cover, DANSK and Vs.

THE BUSINESS

The company continues to be on an incredible upswing. During the financial year ending the 30th of June 2007, there has been a 40% increase in revenue, resulting in an impressive turnover of 16.7 Million Euros. BY MALENE BIRGER is considered one of the most successful fashion brands in Denmark, with close to 65% of the business generated from sales outside of Scandinavia. A sign that the company is becoming more and more global.

The wholesale side of business is experiencing a brilliant 48% increase in sales from the AW2007 collection compared to this time last year, with the UK as one of BY MALENE BIRGER's leading markets. Brand new markets include Portugal and Greece starting in July 2007. Existing markets show a terrific performance in Germany, Holland, Belgium, Norway and Switzerland, with an additional increase in export markets in Japan, Indonesia and Korea. Russia and Australia are two markets which joined last year and are performing better than anticipated. Canada is another, showing an enthusiastic response after just one season. Talks continue with other potential partners, but of course, all will be revealed ...

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In retail, BY MALENE BIRGER will open three new shop-in-shops this August in Magasin du Nord, one of the largest department stores in Denmark. A concept store in Stockholm is in the pipeline for September 2008. And a tempting offer for a very visible space at Copenhagen Airport will soon be signed on the dotted line, scheduled for March 2008. More reasons why this is a brand that's booming.

Currently, the brand has opened nearly 750 doors around the globe, with sales in over 32 countries and representation by 17 agents and distributors. The growing popularity of BY MALENE BIRGER is supported by a talented staff of about 50 in Denmark alone. Malene cultivate creativity within the company with her energy and inspiration, and encourages personal development. As the brand evolves and expands, so does her staff. They are a key factor in the brand's continued success.

THE CHOSEN ONES

SPRING/SUMMER 08 will be the last SALON collection, as such. Ms Birger is excited to announce her decision to focus more on her specially-selected MALENE BIRGER DARLINGS. They are her personal favourites from her collection which she sees as style icons for the season. Here she will include more cool styles and silhouettes, and will work more intensely with innovation. Of course, private VIP clients can turn to Ms Birger for exclusive, one-of-a-kind projects.

THE ACCESSORIES

The BY MALENE BIRGER shoe and bag collection saw a successful launch last season, with exhibits at the biggest shoe fair in the world at MICAM, in Milan and at the Sydney Shoe Fair. The response from buyers was exceptional and the result is new customers and counting. The entire BY MALENE BIRGER accessory line - comprised of bags and shoes, eyewear, necklaces, belts, hair bands and the like - is expanding as we speak. Ms Birger is keen on enhancing this line even further by pursuing product development.

THE UNICEF PROJECT

Ms Birger continues in her role as special Ambassador to UNICEF Denmark and is proud to be a power player in their future. So far this year, the proceeds from her UNICEF t-shirts reached over half a million Danish Krone. UNICEF is part of BY MALENE BIRGER's business strategy and is focused on finding other ways to make a difference - to help children in the world in need.

THE COLLECTION

This season's collection is all about being true to your inner desires, and being driven to design a new destiny. The feeling is futuristic, and the look is a stunning intermingling of desert imagery and Manhattan energy. A reflection on contradictions, from ethnic elegance to earthy metallic. It's an open invitation to be the Queen of the Nile.

Of all the shows during Copenhagen Fashion Week, BY MALENE BIRGER's is by far the biggest. This year it will be held at Tappeshallen on Friday the 10th of August. Get ready for beauty mixed with mystery in a sensual expression of the future - in the present.

"Life is not measured by the number of breaths you take, but by the places and moments that take your breath away..."

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