

FOR IMMEDIATE RELEASE

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Skagen's award-winning watches on display during the launch event

Skagen Denmark Awes Media and Industry Partners at an Exclusive F/W 2010 and Christmas Collections Preview

Guests were immersed in a full-sensory experience at a private viewing of Skagen Denmark's latest collections and award-winning pieces.

September 24, 2010 – On September 16th, Skagen Denmark took media, trade and industry partners on a whirlwind tour of the company's Danish heritage and culture at the Red Dot Design Museum. Presented by HEAT branding, the event showcased Skagen Denmark's Fall/Winter 2010 and Christmas Collections, which featured three distinct collections: White Label, Black Label, as well as two Red Dot Design award winners.

In order to highlight the central role that nature places in Skagen Denmark's design philosophy, guests were first ushered into a gallery screening video projections of 'The Four Elements' – fire, earth, wind and water, while feted with a selection of Danish Anthon Berg chocolates and Danzka vodka cocktails.

The 100-strong crowd were then invited for a special presentation from Anita Jensen, sales and marketing director for Skagen Denmark Asia Pacific, and Anne Trads Hansen, branding and marketing director of Norbreeze Group (the official distributor of Skagen Denmark in South East Asia), who described the incredible journey that the award-winning, multinational company had taken since its humble beginnings in Denmark. Having first established themselves in the United States and Europe, Skagen Denmark went on to take Asia by storm, opening stores in Singapore, Hong Kong, Japan and more. Its timeless aesthetic and affordable price points have ensured continued growth and brand loyalty amongst consumers.

The highlight of the evening came when an expansive white curtain was dropped to reveal an enchanted Scandinavian forest, with selected watches from the latest collections masterfully integrated onto branches. With Anita Jensen and Anne Trads Hansen leading the way, guests were invited to walk through the woods and touch the displayed pieces from 'Performance Driven', 'Granite', 'Snowfall in Skagen', 'Distinctly Danish', 'Executive', 'Architect' and 'Cocktail'.

The sleek and organic lines that distinguish Skagen Denmark from other brands were cleverly accentuated by the mossy greens and browns of the manmade forest. With dried leaves and twigs crackling underfoot, guests were completely immersed in the rich Scandinavian environment that has been a source of contact inspiration for the brand's design aesthetic.

For more information and pictures from Skagen Denmark, the new collections, or launch event, contact Mary Tan at 9119 7089 or email mary@heatbranding.com.



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the elements of danish design

Two decades ago, Copenhagen émigrés Henrik and Charlotte Jorst founded Skagen Denmark Designs on the principle that beautifully designed high-quality objects can be created at reasonable prices. Today, Skagen Denmark Designs' approach to affordable lifestyle luxury comes through watch, jewelry, sunglass and clock collections available in more than 60 countries worldwide. All products are everyday works of art that prize simplicity over embellishment and harmony over extravagance. Merging natural, high quality materials with clean, uncomplicated compositions, the company's family of brands epitomizes the beauty of Danish design. For more information, visit www.skagen.com.

The logo for Heat Branding features the word "HEAT" in a large, bold, uppercase, sans-serif font. Below "HEAT" is the word "branding" in a smaller, lowercase, cursive script font.

Established in 2010, Heat is your premier brand consultancy that takes businesses and elevates them into iconic brands. From F&B to fashion houses, we service those in premium lifestyle sectors of Singapore. Heat acts as your chemist, carefully concocting the optimal mix of media planning, events and strategic PR. We build one-of-a-kind campaigns that tailor to personalized advertising, design, and marketing needs.

We're in the business of creating branding eruptions. Ready to start yours?

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