

COMPANY HISTORY MADS NØRGAARD-COPENHAGEN:

1986 The collection 'Mads Nørgaard-Copenhagen' shares history with the shop Mads Nørgaard. When Mads Nørgaard opened his shop in October 1986 he soon realised that there were things he missed that he could not find in other collections. He started producing his own designs, and due to rising demands from other shops, he soon began to sell his collection to other shops too.

1995 Mads expands his own designing and establishes his own show room above the shop at 'Strøget'. The year after he introduces women's collection and children's collection. Mads Nørgaard-Copenhagen now has four collections for women and men per year: Spring, Summer, Autumn and Winter.

2001 The Mads Nørgaard-Copenhagen collections are shown and sold internationally.

Mads Nørgaard-Copenhagen's collections meets – thanks to 400 retailers – conscious costumers in the Europe, The United States, Australia and Japan.

2005 Mads Nørgaard-Copenhagen's first show during the Danish Fashion week is held in August 2005. The location is 'Den Grå Hal' (The Grey Hall) at Christiania in Copenhagen, and is the 1st show in the 'Christiania Trilogy' – several places named 'show of the year'. 2nd show in the Christiania Trilogy is in February 2006. And last show is held in August 2006.

2007 Mads Nørgaard-Copenhagen opens showroom in Stockholm and L.A. And in February first part of the new trilogy the *Speak Up-Trilogy* is held in the historic Valencia-building in Copenhagen's west area.

In August Mads Nørgaard-Copenhagen decides to make 'The Copenhagen Experience' - a fashion film. The film is a tribute to youth and Copenhagen! It is shown at the Danish fashion week, and later on in Oslo for the *Speak Up Trilogy* – part 2. It is also put on several fashion websites and youtube.com. And the music from the film "The Copenhagen Experience Recording #1" is released on vinyl and iTunes in November.

The first Mads Nørgaard-Copenhagen store abroad opens in Oslo in November 2007.