

# SHIFTING SANDS

IF YOU HAVEN'T ALREADY HEARD OF SAND, IT'S TIME TO GET ACQUAINTED. FRESH FROM CONQUERING AMERICA, THE DANISH BRAND IS NOW TURNING ITS FOCUS TO AUSTRALIA.



Combining Scandinavian design principles with fine Italian fabrics, Danish fashion brand Sand

is a welcome addition to the growing number of international retailers to arrive in Australia in recent years.

The brand, which is renowned for its distinctive contemporary aesthetic and passion for quality fits and fabrics, caters for a variety of tastes and occasions with three distinct ranges. These include the playful and preppy 'Pink Label', the sharp, sophisticated 'Black Label' and the eye-catching, high-end 'Red Carpet' collection.

CEO and creative director Søren Sand, who co-founded the brand with his wife in the early 1980s, explains why we'll be happy to see a lot more Sand on our shores this year.

**How would you sum up the style of Sand menswear?**

SS: Contemporary design in high-quality fabrics and careful tailoring with a playful edge, formal shirts and tailor-made suits from the best European weavers.

**What makes Sand different from other menswear labels available in Australia?**

SS: We are Scandinavian and the focus is on design and fit. We have fantastic colour combinations and versatility in our brand and are innovative with prints and colours.

**Where can shoppers find Sand menswear in Australia?**

SS: We currently have five shop-in-shops in David Jones [stores]

in Sydney, Melbourne, Brisbane, Adelaide and Perth. On top of this, we are pleased to announce an expansion in autumn/winter 2015 with flagship stores in Chadstone [Melbourne] and Bondi [Sydney].

**What will we see at the Sand stores in David Jones?**

SS: Currently we offer pieces from the 'Black Label', 'Pink Label' and a small range of 'Red Carpet'. We are negotiating to introduce some exciting new accessory and shoe collections.

**What are you most looking forward to about this year?**

SS: Australia, and in particular David Jones, along with Saks Fifth Avenue will be the first pilot department stores in the world to implement our new made-to-order system, whereby a customer can have direct interaction in the construction of his garment and choose from a variety of exclusive fabrics and linings. We're excited about this new concept, which will have a six-week turnaround.

**How have Australian men responded to Sand so far?**

SS: The Australian consumer has taken to Sand because it represents a new way of dressing and in particular a Scandinavian look that is cool, clean and contemporary.

**How popular has Sand menswear been in America since the 2012 launch?**

SS: Actually, we started a couple of years before that, and have always had a successful wholesale business. However, in spring 2012 things started to happen as we got into two test stores at



Saks Fifth Avenue in New York and Chicago – and a year later, we were in all 39 Saks stores. At present, Sand is also represented at 220 premium stores in North America.

**What sort of gentlemen wear Sand clothing?**

SS: Men with a cool laid-back attitude; they are sexy with a touch of macho and they like the nice things in life.

**What are your impressions of Australia so far?**

SS: I have always been fascinated by Australia and the beautiful landscape. I was also amazed at the international feel of your two largest cities: Sydney with its breathtaking harbour and Melbourne with its beautiful tree-lined boulevards and laneways – you could almost be in Paris or Copenhagen.

## GQ PICKS

SAND'S CURRENT RANGE FEATURES CONTEMPORARY WARDROBE STAPLES. HERE ARE SOME OF THE HIGHLIGHTS, SELECTED BY GQ FASHION EDITOR BARNABY ASH.



01 Wool-blend 'Summer Tweed Ringo' jacket.



02 Cotton 'Iver' shirt.



03 Wool-blend 'Ringo' jacket.



04 Wool-blend 'Alford' vest.



05 Wool-blend double-breasted 'Ringo' jacket.



06 Cotton 'Craig' shorts.