

Great Dane

**Although its outlook is global,
Danish brand Sand projects an image
of homegrown authenticity.**

Copenhagen isn't exactly known as a fashion capital. Its people are stylish, of course, but as a nation, Denmark is renowned more for its exceptional furniture, interior design and architecture than it is fashion. But that's slowly changing. According to Dansk Fashion and Textile, the country's fashion and textiles industry grew three per cent last year, and its biannual fashion week is gaining traction with bright young stars such as Henrik Vibskov, Peter Jensen and Anne Sofie Madsen. A 2013-released book, *Fashion Scandinavia*, demonstrates the global appeal of fashion in the region, noting its simplicity, attention to detail and high quality materials.

Soren Sand agrees with the description, adding that "everything we do in all Danish industries is about good design – it's in our roots and in the way we're raised." His self-titled label, Sand, has fast become a star on the homefront and internationally with its fusion of Danish design values and modern styles. A Sand blazer, for example, comprises a slim fit with innovative details, such as contrasting lining, buttons and stitching, and is made from Italian fabric. "Many British brands are a bit old school when it comes to construction and fitting", explains the designer. "A Sand suit contains all the elements to make it perfect, and the construction and traditional craftsmanship are essential for us."

According to the designer, each collection begins with fabric selection, and although it utilises some of the finest traditional Italian weavers, there is a Scandinavian twist in that the tailoring is more flamboyant, with prints and pattern, evidenced in the images in this portfolio. "The consumer dares for more today," says Mr Sand. "Now it's not only the tie, but also about wearing a printed shirt and blazer like a new accessory." In one blazer from the current spring collection, a navy base is printed with vivid white flowers, while silk tuxedos are printed with intricate architectural patterns in silver, black, olive green and purple in a twist on classic black tie – the shirting range, meanwhile, is a veritable hotbed of paisleys and polkadots, each in varying shades of pastel tones and primary brights.

This incongruity of classic and contemporary has built Sand a significant audience, with its largest market now the United States, turning over \$20 million there in 2013 through its 225 North American outlets. In May, the brand opened a large-scale concession store in the men's department of Saks Fifth Avenue in New York City, representing major growth since launching the brand in the market three years earlier. Australia, too, is an important focus for the brand, with a new partnership with department store David Jones seeing the roll out of five shop-in-shop concepts across the country.

"The Australian man has become more cosmopolitan and open-minded," says Mr Sand. "He's a modern man, and he wants cool and well-fitted garments." Indeed, the men's business as a whole has remained steady – and in some cases grown – in recent years, despite financial collapse throughout the world. Looking good, it seems, has become integral to success, which in turn is the key to the Sand story.

Launching the label with his wife Lene in 1989, with womenswear following in 1991, Sand has now grown to comprise three product lines: Pink label, a fashionable, somewhat preppy range, Black label, comprising more of its formal suiting, and Red Carpet, designed for evening wear. Accompanying this is an extensive range of accessories, such as leathersgoods and shoes. Based in Lake Como, Italy – a location chosen to be nearer to the label's fabric suppliers – the couple is responsible for both creative development and business direction, juggling creativity and commerce in the same breath. But, as Mr Sand explains, "I love both. I'm very excited about the design, about creating beautiful products, but I also know how to be commercial as well. To me they are closely connected." And yet despite the brand's design studio being based in Italy and its focus on export, it remains committed to the Danish industry, showing as part of its fashion week instead of in Milan or Paris. "We are Danes in our heart and soul," says Mr Sand.

Photography Cara O'Dowd | Styling Jolyon Mason
Grooming Sasha Nilsson

Mr Marshall wears Sand clothing throughout.









Photography Assistance Jesse Lizotte | Styling Assistance Alex Rost
Ms Nilsson used Kevin Murphy hair products throughout.

