

i say

Autumn 26





57994 Ganja Sleeve Dress



57487 Sigga Basic Shirt

57996 Cosima Color Pullover

57226 Bologna Jeans

Our new lookbook is here!

Get the perfect overview
of the campaigns for our
Autumn 26 collection.



57816 Ane Smock Shirt

57983 Anna s/s Pullover

58011 Isay Highwaist Chino

Print
campaign

- Buy 75 pcs
- Mark-up of 3.3
- 75 days of credit
- Delivery end June



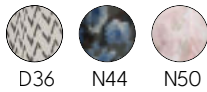
57979 Naomi V-Neck Dress



100% Recycled Polyester

XS-2XL

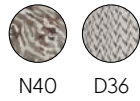
56339 Vibse Shirt
Polyester 100%



57427 Vibse Ruffle Blouse
Polyester 100%



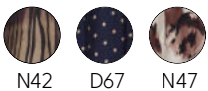
57706 Jill Blouse
Polyester 100%



57969 Vibse Printed Dress
Polyester 100%



57816 Ane Smock Shirt
LENZING™ ECOVERO™ viscose 80% / Polyamid 20%



57834 Lotta Smock Shirt
Viscose 83% / Polyamid 17%



57953 Lotta Shirt Dress
Viscose 83% / Polyamid 17%

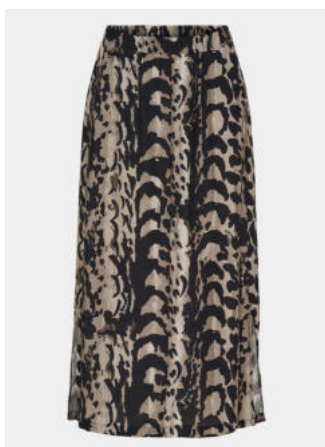


57960 Nini Shirt
LENZING™ ECOVERO™ viscose 80% / Polyamid 20%

57961 Nini Skirt
LENZING™ ECOVERO™ viscose 80% / Polyamid 20%



N41 Earth & Black



N41 Earth & Black



100% Recycled Polyester

XS-2XL

57964 Ane Button Dress

LENZING™ ECOVERO™ viscose 80% / Polyamid 20%



57970 Naomi Blouse

Viscose 80% / Linen 10% / Polyamid 10%



57971 Naomi Stretch Dress

Viscose 80% / Linen 10% / Polyamid 10%



57978 Naomi Long Dress

Viscose 80% / Linen 10% / Polyamid 10%



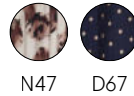
57979 Naomi V-Neck Dress

Viscose 80% / Linen 10% / Polyamid 10%



57980 Naomi s/s Blouse

Viscose 80% / Linen 10% / Polyamid 10%



57999 Vibse Flounce Dress

Polyester 100%



57775 Ane V-Neck Dress

LENZING™ ECOVERO™ viscose 80% / Polyamid 20%



Print campaign

- Buy 75 pcs
- Mark-up of 3.3
- 75 days of credit
- Delivery end June



57977 Kaja Jacket

57834 Lotta Smock Shirt

57993 Ganja Loose Pant



57970 Naomi Blouse

58023 Monza Straight Pant



STANDARD
100
2176-355
DTI

Fabric made in Denmark 

XS-2XL

55296 Nugga Viscose T-shirt
Viscose 100%



55483 Nugga V-Neck T-shirt
Viscose 100%



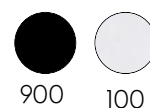
58018 Nugga Basic O-Neck T-shirt
Viscose 100%



58024 Nugga Basic V-Neck T-Shirt
Viscose 100%



57868 Tinni V-Neck T-shirt
Cotton 100%



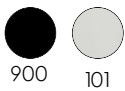


STANDARD
100
2176-355
DTI

Fabric made in Denmark 

XS-2XL

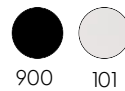
55475 Nilla Tank Top
Polyamid 93% / Elastane 7%



55485 Nilla Wide Lace Top
Polyamid 93% / Elastane 7%



56412 Nilla Short Legging
Polyamid 93% / Elastane 7%



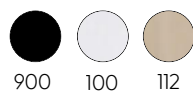
56721 Nilla V-Neck Top
Polyamid 93% / Elastane 7%



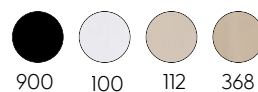
57099 Tinni s/s T-shirt
Cotton 100%



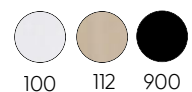
57423 Dee Lace Top
Viscose 95% / Elastane 5%



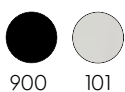
57874 Dee O-Neck Top
Viscose 95% / Elastane 5%



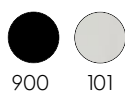
57875 Dee V-Neck Top
Viscose 95% / Elastane 5%



56332 Nugga Underdress
Viscose 100%



56921 Nugga Long Underdress
Viscose 100%



T-shirt campaign

- Buy 50 pcs
- Mark-up of 3.3
- 75 days of credit
- Delivery end June



57487 Sigga Basic Shirt

57982 Anna Cable Cardigan

57610 Bologna Wide Jeans

A woman with long blonde hair is shown in a three-quarter view, looking upwards and to the left. She is wearing a thick, blue, textured knit sweater over a dark shirt with a blue and white patterned collar. Her right hand is resting under her chin, and her left hand is resting on her lap. The background is a solid, warm beige color.

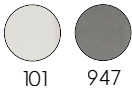
57981 Anna New Pullover

56339 Vibse Shirt

Knit campaign

- Buy 75 pcs
- Mark-up of 3.3
- 75 days of credit
- Delivery July/Aug

57067 Frigga New Pullover
Cotton 98% / Elastan 2%



57581 Frigga Stripe Pullover
Cotton 98% / Elastan 2%



57697 Frigga Rollneck Pullover
Cotton 98% / Elastan 2%



57804 Frigga New Knit
Cotton 98% / Elastan 2%



58007 Frigga A-shape Pullover
Cotton 98% / Elastan 2%



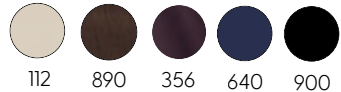
56368 Frigga Knit Pullover
Cotton 98% / Elastan 2%



56259 Jena Button Cardigan
Viscose 46% / Nylon 54%



56687 Jena Poncho Blouse
Viscose 46% / Nylon 54%



57987 Jena New Dress
Viscose 46% / Nylon 54%



58006 Jena Colar Cardigan
Viscose 46% / Nylon 54%



57988 Jena Knit Pullover
Viscose 46% / Nylon 54%



57696 Jena Knit Dress
Viscose 46% / Nylon 54%

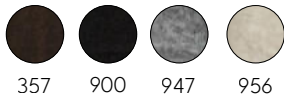




XS-2XL

57301 Anna Colar Cardigan

Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



57792 Anna Classic Cardigan

Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



57981 Anna New Pullover

Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



57982 Anna Cable Cardigan

Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



57983 Anna s/s Pullover

Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



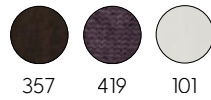
57984 Anna s/s Cardigan

Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



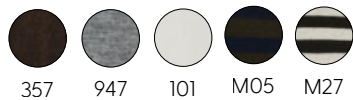
58002 Anna Colar Pullover

Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



57439 Anna Highneck Pullover

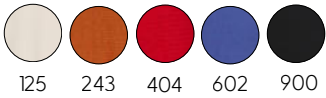
Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%





XS-2XL

57790 Kaddy Knit Pullover
Viscose 50% / Polyamid 23% / Polyester 27%



57836 Gwen Basic Pullover
Cotton 55% / Acrylic 45%



57985 Netty Knit Cardigan
Viscose 100%



58001 Joa Long Cardigan
Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



57995 Gwen Pattern Pullover
Cotton 55% / Acrylic 45%



890 Khaki Melange

57996 Cosima Color Pullover
Wool 7%/Polyester 38%/Recycled
Polyester 37%/Acrylic 17%/Spandex 1%



N48 Green Tones

58005 Joa Pattern Cardigan
Wool 25% / Mohair 14% / Polyester 25% /
Nylon 15% / Acrylic 15% / Spandex 6%



N51 Brown Flow

58003 Gunda Colar Cardigan
Cotton 85% / Nylon 15%



356 Dark Brown

57328 Cosima Knit
20% Wool / 10% Mohair / 30% Nylon /
40% Acrylic



Knit campaign

- Buy 75 pcs
- Mark-up of 3.3
- 75 days of credit
- Delivery July/Aug

A full-body fashion photograph of a woman with blonde hair, looking down. She is wearing a dark brown, short-sleeved, button-up cardigan with a Peter Pan collar and wide-leg trousers. She is also wearing black patent leather boots. The background is a plain, light-colored wall with a black studio stand visible on the right.

57984 Anna s/s Cardigan

57224 Sigga Pant



57990 Nimi Shirt

57857 Bologna Classic Jeans



57989 Sigga Pocket Shirt



57965 Noel Smock Blouse

SHOP LOCAL CAMPAIGN

Our SHOP LOCAL campaigns are driven by the wish to support our retailers. To help creating traffic and turnover in your physical store.

Together with the Autumn 2026 collection you can be a part of our new shop local campaign:

- ISAY spend Facebook/Instagram ads in your local area in partnership with you
- ISAY sponsors a FREE ISAY SET for a lottery in your store
- ISAY sponsors 2 SHOP LOCAL displays for the table/window in your store

This is our way of turning online awareness into real-life, loyal customers in your store.

To participate you need as a minimum to place the same pre-order as last Autumn.
And a minimum of DKK 15000 // SEK 20000 // NOK 20000 / EURO 2000



Average KEY results from our latest SHOP LOCAL campaign:

Facebook impressions per store: **26.791**
How many times is the post shown

Unique consumer views per store: **13.842**
How many persons have seen the post at least one time

Engagement rate per store: **53,5%**
How many persons react actively on the post





57976 Nicole Lace Blouse

57805 Isay Flare Coated Pant

A full-body photograph of a woman with long, wavy blonde hair sitting on a black wooden stool. She is looking down with a soft expression. She is wearing a long-sleeved button-down shirt with a bold, abstract black and beige pattern, dark grey or black flare jeans, and black leather Chelsea boots. Her hands are clasped in her lap. The background is a plain, light beige wall, and the floor is a light-colored, slightly textured concrete. The lighting is soft and even, highlighting the textures of her clothing.

57960 Nini Shirt

56347 Como Flare Jeans



56339 Vibse Shirt

58010 Como Slit Twill Pant

Pant campaign

Pant campaign 1

- Buy 75 pcs
- Mark-up of 3.3
- 75 days of credit
- Delivery July

Pant campaign 2

- Buy 150 pcs
- Mark-up of 3.3
- 75 days of credit
- Delivery July + September
- Make stock orders with a mark-up of 3.3



Cotton 68% / Polyester 28% / Elastane 4%

32-46

54795 Isay Chino Pant



CROPPED

Inseam:
Ankle length: 70 cm

- | | | | |
|-----|-----|-----|-----|
| | | | |
| 101 | 112 | 117 | 314 |
| | | | |
| 356 | 434 | 640 | 806 |
| | | | |
| 911 | 930 | 971 | 900 |
| | | | |
| 885 | 928 | | |



LONG

Inseam:
Long: 76,5 cm

- | | | |
|------|------|------|
| | | |
| 112L | 356L | 640L |
| | | |
| 900L | 930L | 971L |

56550 Isay Flare Pant



Inseam: 70 cm



112A 900

57291 Isay Classic Pant



Inseam: 79 cm



640 900

56771 Isay Straight Pant



Inseam: 69 cm



101 112 640 900 930 356

57094 Isay Long Straight Pant



Inseam: 80 cm



112 356 434 640 900

58012 Isay Long Highwaist Chino



Inseam: 80 cm



885 640 900

58011 Isay Highwaist Chino



Inseam: 80 cm



356 928 900

55915 Lido Jeans



Inseam: 80 cm



56352 Lido Zip Jeans



Inseam: 72,5 cm



56872 Lido Straight Jeans



Inseam: 69 cm



56974 Lido Straight Long Jeans



Inseam: 80 cm



56617 Lido Flare Jeans



Inseam: 80 cm



56812 Lido Button Jeans



Inseam: 72 cm



57763 Lido Button Long Jeans



Inseam: 72 cm





58001 Joa Long Cardigan

58020 Livigno Wide Pant

58021 Lykke Collar Shirt

We love
the shape
of you

56347 Como Flare Jeans



Inseam: 70 cm



I55 662 K97 923

57737 Como Printed Pant



Inseam: 80 cm



M86 N55

57089 Como Button Jeans



Inseam: 72 cm



I55 662 K97 609

57556 Como Flare Button Jeans



Inseam: 80 cm



662 927 K97

57858 Como Twill Button Pant
Cotton 98% / Elastan 2%



Inseam: 80 cm



346 356

57484 Como Wide Jeans
Cotton 78% / Recycled Cotton 20% / Elastan 2%



Inseam: 73 cm



L42 923 700

57492 Como Jeans
Cotton 98% / Elastan 2%



Inseam: 78 cm



K97 633 923

57863 Como Twill Pant
Cotton 98% / Elastan 2%



Inseam: 80 cm



117 885

58016 Como Printed Long Skirt
Cotton 98% / Elastan 2%



N55

58010 Como Slit Twill Pant
Cotton 98% / Elastan 2%



Inseam: 80 cm



356



57960 Nini Shirt

56347 Como Flare Jeans

57522 Firenze Pant
Viscose 30% / Polyester 65%
/ Elastane 5%



Inseam: 70 cm



900

57473 Firenze Stretch Chino
Viscose 30% / Polyester 65%
/ Elastane 5%



Inseam: 70 cm



900

57474 Firenze Wide Pant
Viscose 30% / Polyester 65%
/ Elastane 5%



Inseam: 80 cm



112 900 356

57475 Firenze Straight Pant
Viscose 30% / Polyester 65%
/ Elastane 5%



Inseam: 80 cm



112 900 356

57477 Firenze Highwaist Pant
Viscose 30% / Polyester 65%
/ Elastane 5%



Inseam: 68 cm



112 900 356

57476 Firenze Blazer
Viscose 33% / Polyester 63%
/ Elastane 4%



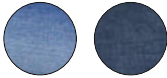
900



57857 Bologna Classic Jeans
Cotton 98/ Elastan 2%



Inseam: 80 cm

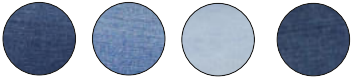


606 610

57610 Bologna Wide Jeans
Cotton 98/ Elastan 2%



Inseam: 80 cm



662 606 674 N52

57744 Bologna New Jeans
Cotton 98/ Elastan 2%



Inseam: 80 cm



K97

57678 Bologna Wide Twill Pant
Cotton 98/ Elastan 2%



Inseam: 80 cm



117 900 928

57226 Bologna Jeans
Cotton 98/ Elastan 2%



Inseam: 80 cm



662

58014 Bologna Denim Skirt
Cotton 98/ Elastan 2%



610

Monza

57225 Monza Straight Jeans
Cotton 92% / EME 6% / Elastane 2%



Inseam: 73 cm



58009 Monza Long Striped Pant
Cotton 98% / Elastan 2%



Inseam: 81 cm



58013 Monza Long Straight Jeans
Cotton 92% / EME 6% / Elastane 2%



Inseam: 80 cm



58023 Monza Straight Pant
Cotton 92% / EME 6% / Elastane 2%



Inseam: 73 cm

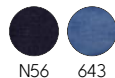


Carpi

57873 Carpi Flare Jeans
Cotton 98% / Elastan 2%



Inseam: 82 cm



57973 Carpi Long Straight Jeans
Cotton 98% / Elastan 2%



Inseam: 80 cm



57974 Carpi Straight Jeans
Cotton 98% / Elastan 2%



Inseam: 69 cm



Verona

57086 Verona Basic Jeans
Cotton 98% / Elastan 2%



Inseam: 72,5 cm



57743 Verona Flare Jeans
Cotton 98% / Elastan 2%



Inseam: 80 cm



56757 Verona Jeans
Cotton 98% / Elastan 2%



Inseam: 72,5 cm



57805 Isay Flare Coated Pant Cotton 68% / Polyester 28% / Elastane 4%

57740 Portofino Wide Jeans Cotton 98% / Elastan 2%

58020 Livigno Wide Pant Cotton 98% / Elastan 2%



Inseam: 81 cm



356 900



Inseam: 80 cm



M88 N54



Inseam: 75 cm



363

57753 Toscana Flare Pant Cotton 66% / Polyester 32% / Elastane 2%



Inseam: 80 cm



368 900

55772 Napoli Jeans Cotton 73% / Polyester 23% / Elastane 3%



Inseam: 79 cm



900 K97



57706 Jill Blouse

57981 Anna New Pullover

57225 Monza Straight Jeans



57962 Diddi Quilted Jacket



57751 Diddi Printed Coat

A full-body photograph of a woman with long, wavy blonde hair, standing in profile against a plain, light-brown background. She is wearing a brown, long-sleeved button-down shirt with a gathered neckline and a blue denim skirt. The skirt has a central seam and a brown belt with a silver buckle. She is also wearing brown suede loafers.

58019 Nadja Shirt

58014 Bologna Denim Skirt

Awareness

Sustainable initiatives

Long lasting items are in focus in our design and production process. High quality and timeless design is an important factor in the effort of reducing our impact on our environment.

Approximately 75% of our collection is now produced with one or more of the below mentioned sustainable initiatives. In other words we will never achieve to be 100% sustainable, but our everyday focus is to get as close to 100% as possible. The sooner the better.



Recycled
Polyester



LENZING
EcoVero™

Fabric made in Denmark 



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Instagram
@isay_b2b

Thank you for being unique.

We are convinced that the SHOP LOCAL wave is here to stay. And that this wave together with your unique brand mix secures the future of your store.

We work intensively to offer you the best possible trading conditions. So our collection can help ensure you good earnings and a profitable business.

At the same time, we have a strong focus on sustainability. This ensures that you stand strong in your marketing to the consumer.

All the best, Britt & Søren