

i say



AUTUMN 22



# Every body is unique.

What makes us different is that we truly understand this.  
And it influences everything we make for you to wear.

We believe that, if we create clothing that is in tune with the shape and size of real women, you will not only learn to love our products, you will feel more confident about yourself.

Every item of clothing we sell is designed to fit comfortably and flatter a woman's shape. Whether it is jeans or a formal dress, whatever the wearing moment or occasion.

This is simplicity and honesty of approach even affects the way we make our clothes. We are transparent with every stitch. We are like an open book that we encourage everyone to read. We are happy to show everyone that we manufacture in decent conditions, as sustainable as possible.

It's what we do. So that you can be yourself.



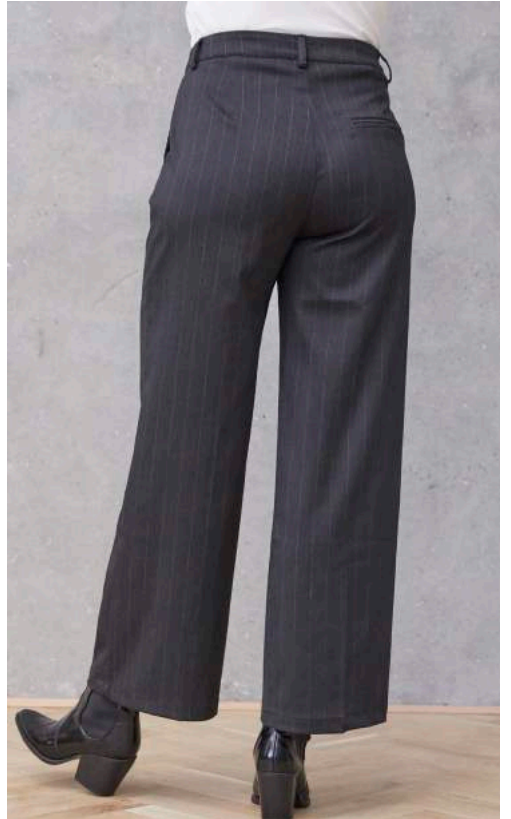
PANTONE Black



PANTONE White



PANTONE 16-3802







Rianna Blazer / Bellis Deco Shirt / Rianna Pant





Rianna Blazer / Rubi Sleeveless Top / Alba Jeans



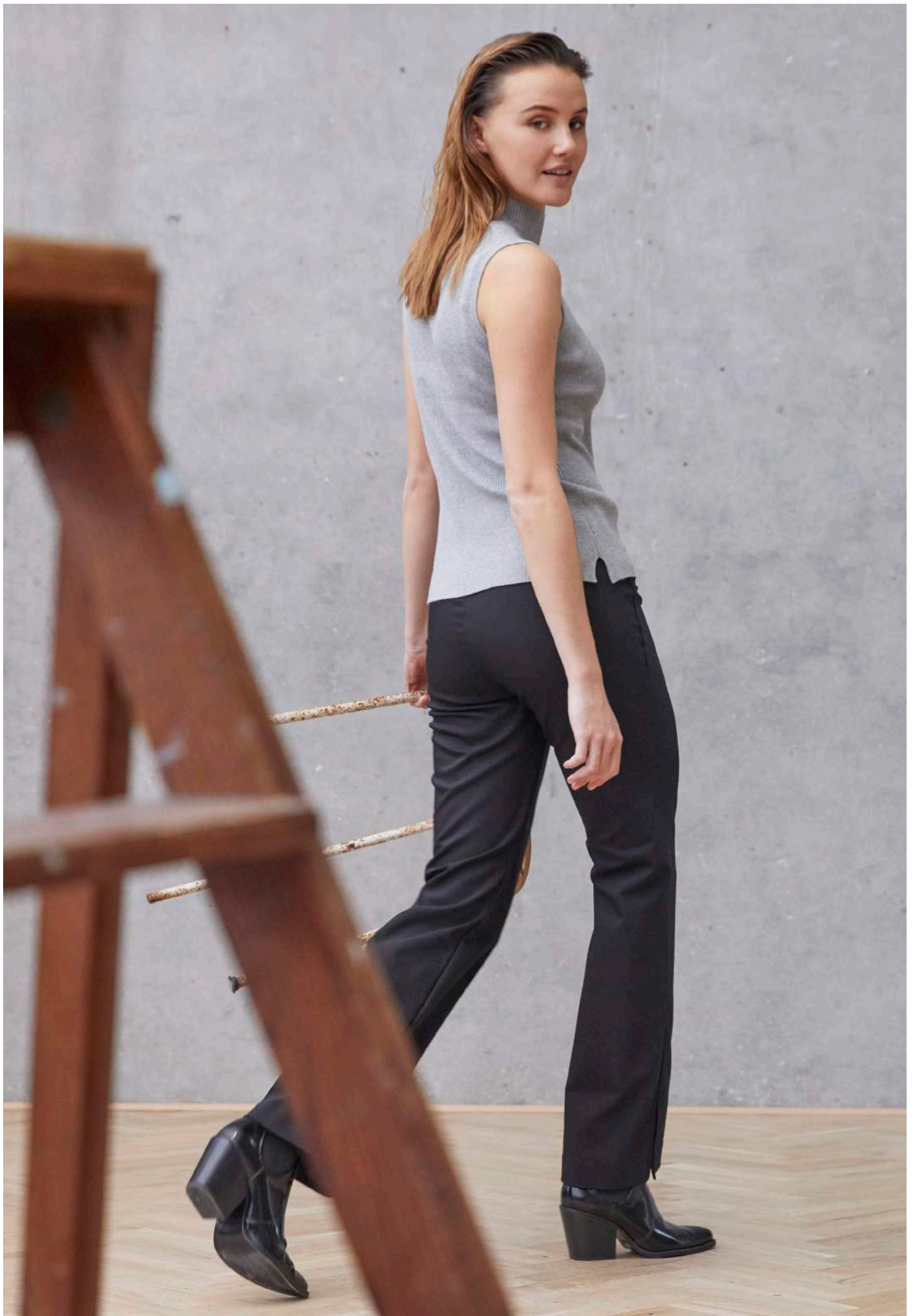


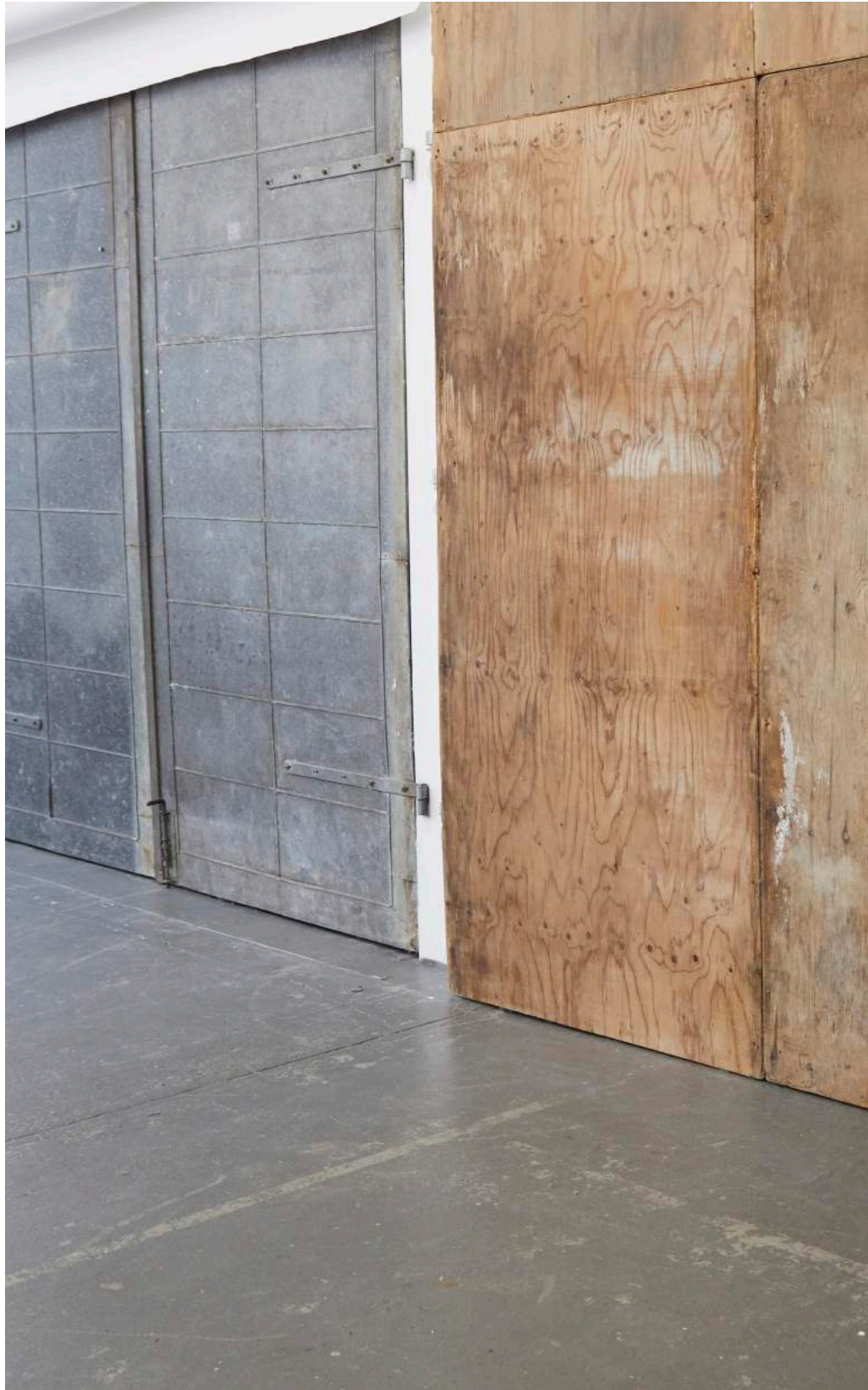
Rosa Long Shirt

When clothing fits and flatters like this, women can't get enough of it. Which is why, every season, we create an entire wardrobe they can look forward to.





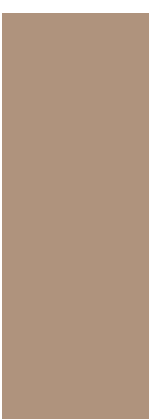




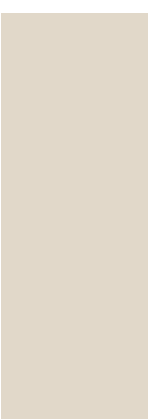




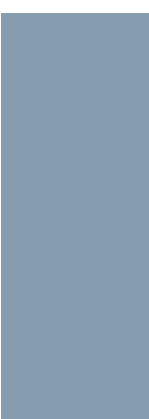
PANTONE 16-1310



PANTONE 13-0905



PANTONE 16-4013





Mirra Tunic Dress



Relia Blouse / Torino Flare Jeans



Jodie Dress





Uda Long Dress



Vilda Loose Cardigan / Konnie New Blouse



Konnie New Blouse / Isay Straight Pant



Rie Sweat Jacket









Rinda Coat



# Outerwear collection





Diddi Short Jacket / Maia Shirt / Como Button Jeans









Rana Coat / Vilda Pullover







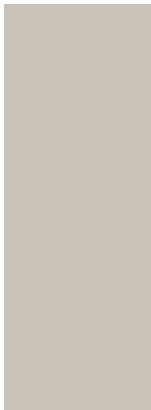
Diddi Maxi Coat / Rimini Pant



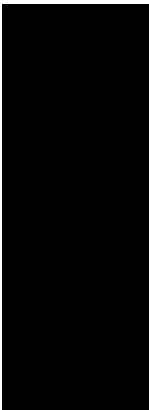
A beautiful wardrobe of clothing, made for every woman's figure. Tailored for the most comfortable and flattering fit.



PANTONE 13-0403



PANTONE Black



PANTONE 18-1112



Nadia Shirt Jacket / Lido Straight Long Jeans



Pearl Shirt / Pearl Pant





Pearl Pant





Poline S/S Blouse



Gyta Flounce Dress











Frigga Knit Pullover



PANTONE 17-1330



PANTONE Black



PANTONE 14-1209



Vibse Shirt



*Beautiful apparels  
for every figure*



Jena Blazer









Rosali Blouse









# Shirt collection





Bellis Maxi Shirt

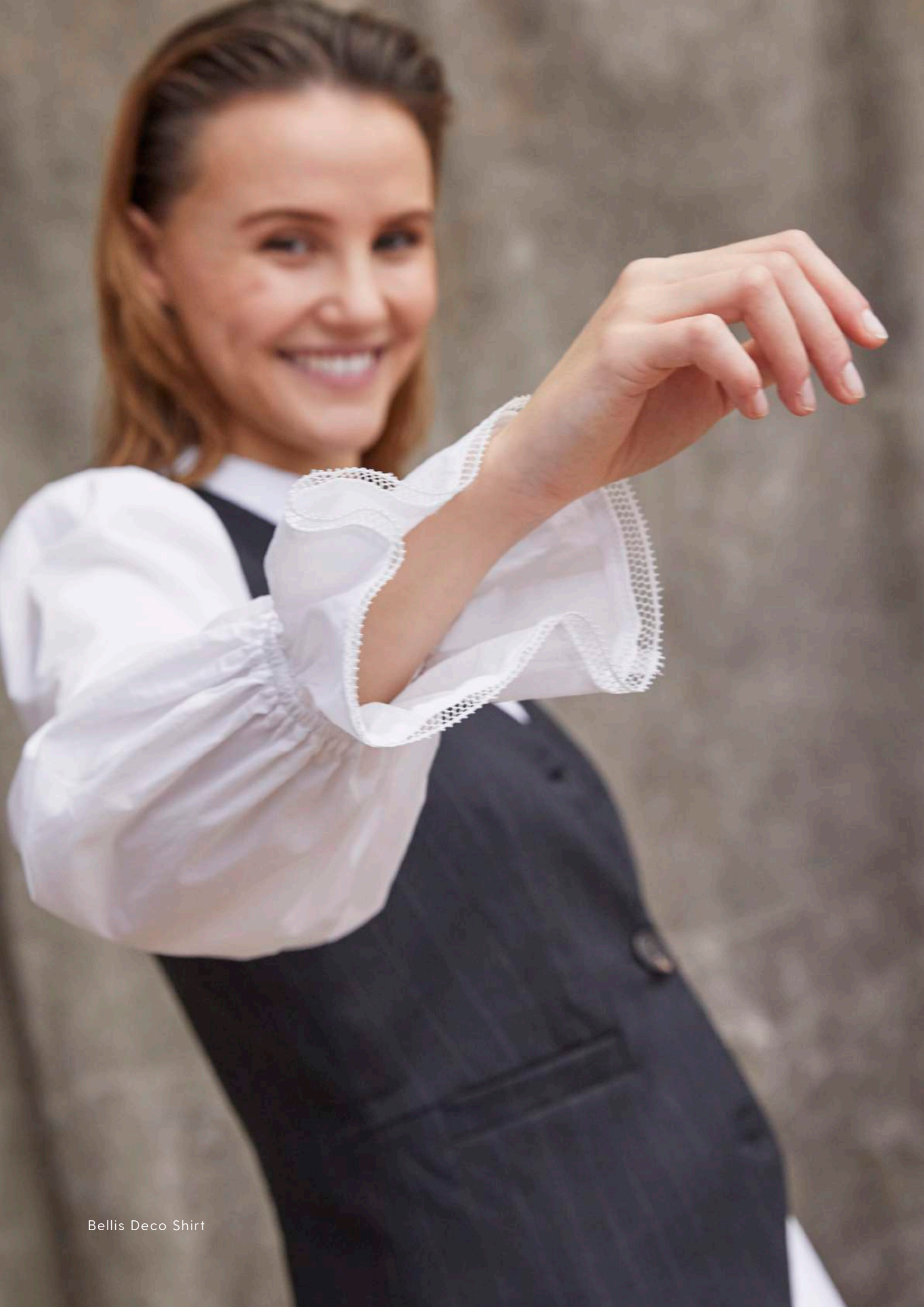


Bellis New Shirt



Bellis Tunic Shirt





Bellis Deco Shirt



Maia Smock Shirt



Maia Shirt



Bellis Classic Shirt



Bellis Long Shirt



# 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 above 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.



Fabric made in Denmark 

A message  
in a bottle

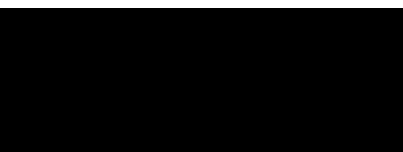








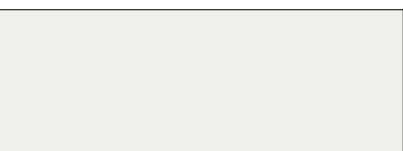
PANTONE Black



PANTONE 12-0404



PANTONE 11-0602



Torino Denim Jacket











Frigga Highneck Knit



*For every  
wearing moment*



Louis Long Dress



Kalla Jersey Dress



Chantal S/S Blouse / Isay Straight Pant



Rabia Dress





Louis S/S T-shirt / Uda Wide Skirt



Uda T-shirt



Konnie S/S Blouse





Karma Pant



Nugga Long Dress



Karma Wide Pant

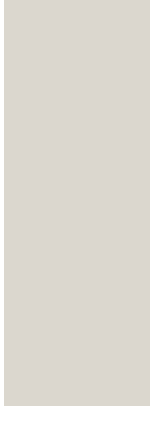




Reem Blouse / Reem Skirt  
Mirra Dress



PANTONE 12-0404



PANTONE 14-1209



PANTONE 16-0610





Reem Blouse / Reem Skirt



Annica Button Dress



Annica Classic Dress











We love  
the shape  
of you.















Torino Denim Jacket

Old  
school  
wash





Vilda Basic Pullover / Bellis Long Shirt / Torino Carrot Jeans



Torino Carrot Jeans





*Designed to  
fit comfortably*



Torino Flare Jeans



# Welcome to a selection of key items from our DENIM / PANT collection.

Pants are a religion to us. We love the challenge of designing  
flattering fit – for as many bodyshapes as possible.

We offer pants in size 32 – 46 and the girls in this catalogue  
wear I SAY size 36, 38 and 42.



Size 36



Isay  
chino  
pant



Size 42



Isay  
straight  
pant



HIGHWAIST  
by  
Isay





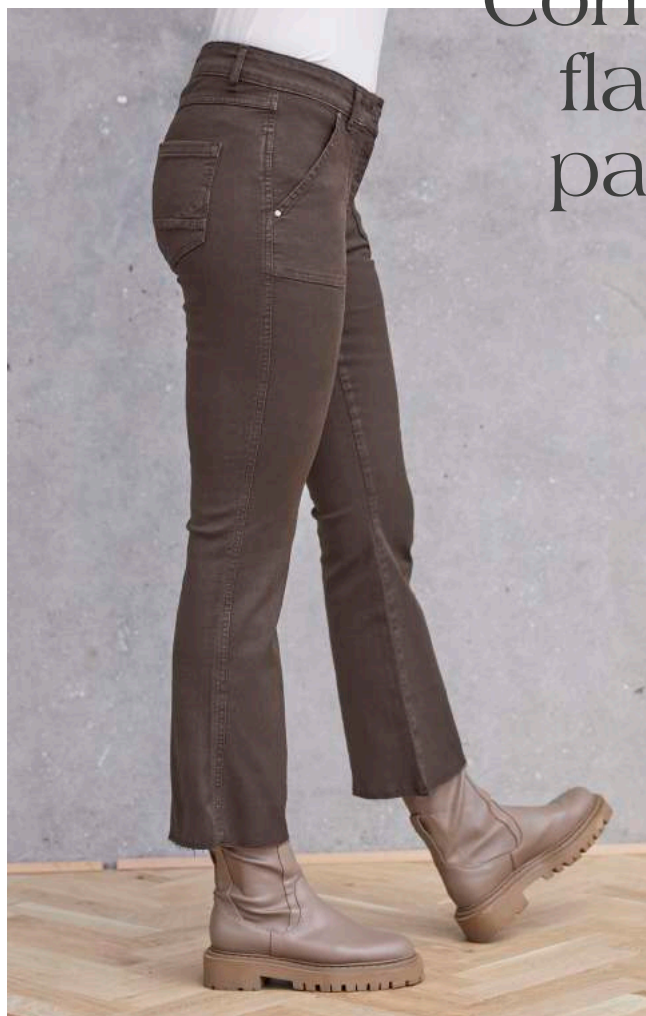
Size 38



Como  
button  
jeans



Como  
flare  
pant



Size 38



# Como wide leg jeans





Size 38



# Lido straight long jeans





# Lido zip jeans





# Verona jeans

Size 36





# Lecco jeans



HIGHWAIST  
by  
isay





Lucca  
9/10  
raw  
jeans





Size 36



HIGHWAIST  
by  
isay

Alba  
jeans



Size 36



Pisa  
zip  
pant





Size 38

# Genova checked pant





Mirra Dress  
Reem Blouse / Reem Skirt





# 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



WE ♥ THE SHAPE OF YOU

