

We love
the shape
of you.



Spring 22

i say

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 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.



Bellis Long Shirt / Lido Flare Jeans
Bellis Flounce Shirt / Napoli Jeans
Bellis Long Shirt / Como Flare Pant



Odette Knit Pullover / Alba Jeans



*Designed to
fit comfortably*

Opal Blouse / Como Flare Jeans

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



Maia Printed Shirt / Como Flare Jeans



Omega V-Neck Pullover / Como Zip Jeans

Omega Hoodie / Bresso Jeans



Olea Dress



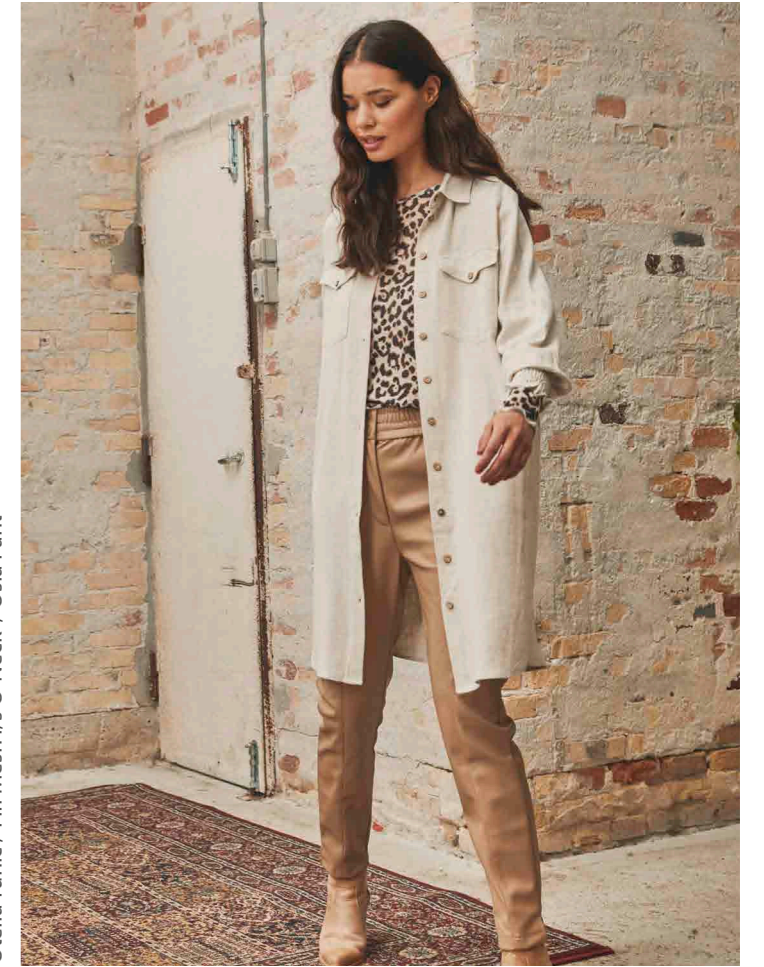
*Beautiful apparels
for every figure*

Olina Knit Pullover / Bellis Classic Shirt

Ova Knit Pullover / Fifi Mesh I/s O-Neck / Osla Pant



Orelia Tunic / Fifi Mesh I/s O-Neck / Osla Pant



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.



In these beautiful surroundings lies I SAY

The nature that surrounds I SAY is a combination of old stretches of heath, magnificent forests, hilly landscape, and beautiful lakes. Together, they constitute a unique nature experience, which we greatly appreciate in our everyday lives. In the spring, the brown tones in the landscape are broken with the young green leaves, which makes a day on the moor a special experience.

Ova Knit Cardigan / Rubi O-Neck Pullover / Jena Knitted Pant
Didi Short Jacket / Jena Poncho Blouse / Bellis Classic Shirt /
Isay Chino Pant



*For every
wearing moment*

Ova Knit Cardigan / Lido Classic Jeans





Konnie Blouse



Konnie Blouse / Lido Straight Jeans
Annica Button Dress / Botelle Shirt Jacket
Nanett Shirt / Como Classic Pant

We are like an open book

We are transparent in everything we do and we can prove it. We are always happy to show that our garments are made in decent conditions, as sustainable as possible.





Botelle Trench Coat / Lido Classic Jeans

Otta Shirt / Isay Chino Pant

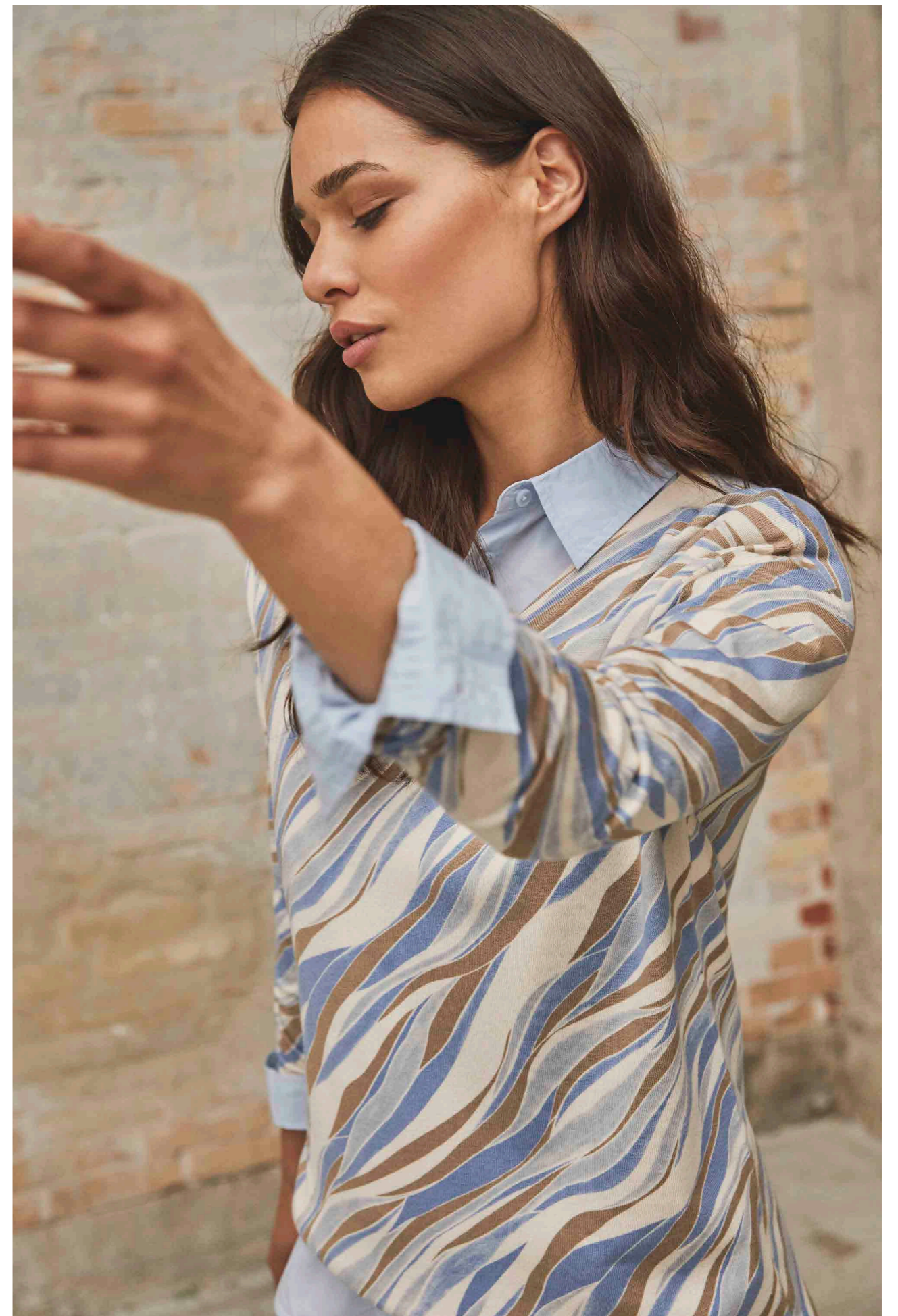


Diddi Teddy Jacket / Como Flare Pant
Odessa Tunic Dress / Chino Zip Pant

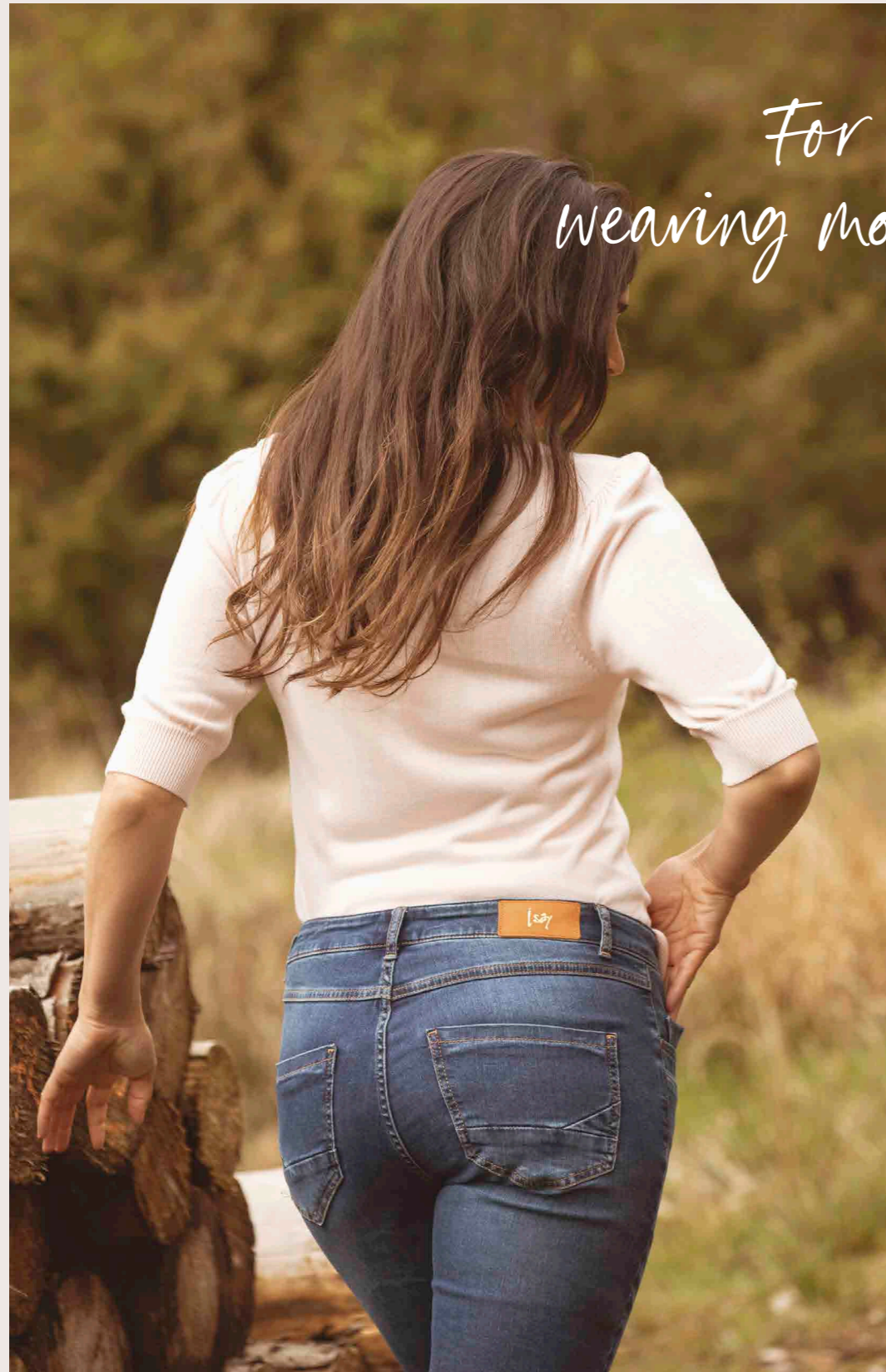




Diddi New Coat / Maia Collar Shirt / Rubi Pullover / Como Classic Pant



Rubi Pullover / Bellis Classic Shirt



*For every
wearing moment*

Olga Knit Blouse / Como New Jeans



Vibse Shirt / Alba Jeans



Otelia Shirt / Como Button Pant



Nanett Shirt / Botelle Shirt Jacket



Odessa Shirt / Como Flare Pant



Jena Waistcoat / Bellis Flounce Shirt / Jena Knitted Pant

Bellis Classic / Como Flare Pant
Bellis Flounce Shirt / Napoli Jeans
Bellis Long Shirt / Lido Flare Jeans



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