

i say



SPRING 23

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.

PANTONE 16-1441



PANTONE 12-1403



PANTONE 15-1314



Kalla Long Dress



Noa Sweatshirt / Tessa Blouse



Botelle Coat / Steff Blouse

Frigga New Pullover



Steff Blouse / Lido Split Jeans



Tessa Blouse



Diddi Button Waistcoat / Tanna Knit Pullover



Sigga Dress



Tiff Blouse / Tiffy Flare Pant



Tine Knit Cardigan / Como Tape Pant

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.





Tinni s/s T-shirt / Tinni T-shirt / Tinni Shirt

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

PANTONE 15-6340

PANTONE White

PANTONE 17-2230

Tinni s/s T-shirt



Diva Denim Shirt



Tiff Shirt

*Beautiful apparels
for every figure*



Diddi Coat / Trille Shirt / Steff Shirt

Tinni T-shirt



Steff Shirt



Tinni Shirt

Tinka Shirt / Bresso Jeans / Sigga Flounce Shirt / Lido Split Jeans / Tiff Shirt / Lido Classic Flare Jeans

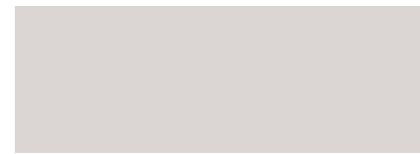


Bellis Long Shirt



Thit Blazer / Frigga New Pullover / Como Long Flare Pant

PANTONE 13-0002



PANTONE 17-4041



PANTONE 15-1333



Tanna Dress

Awareness


Sustainable initiatives

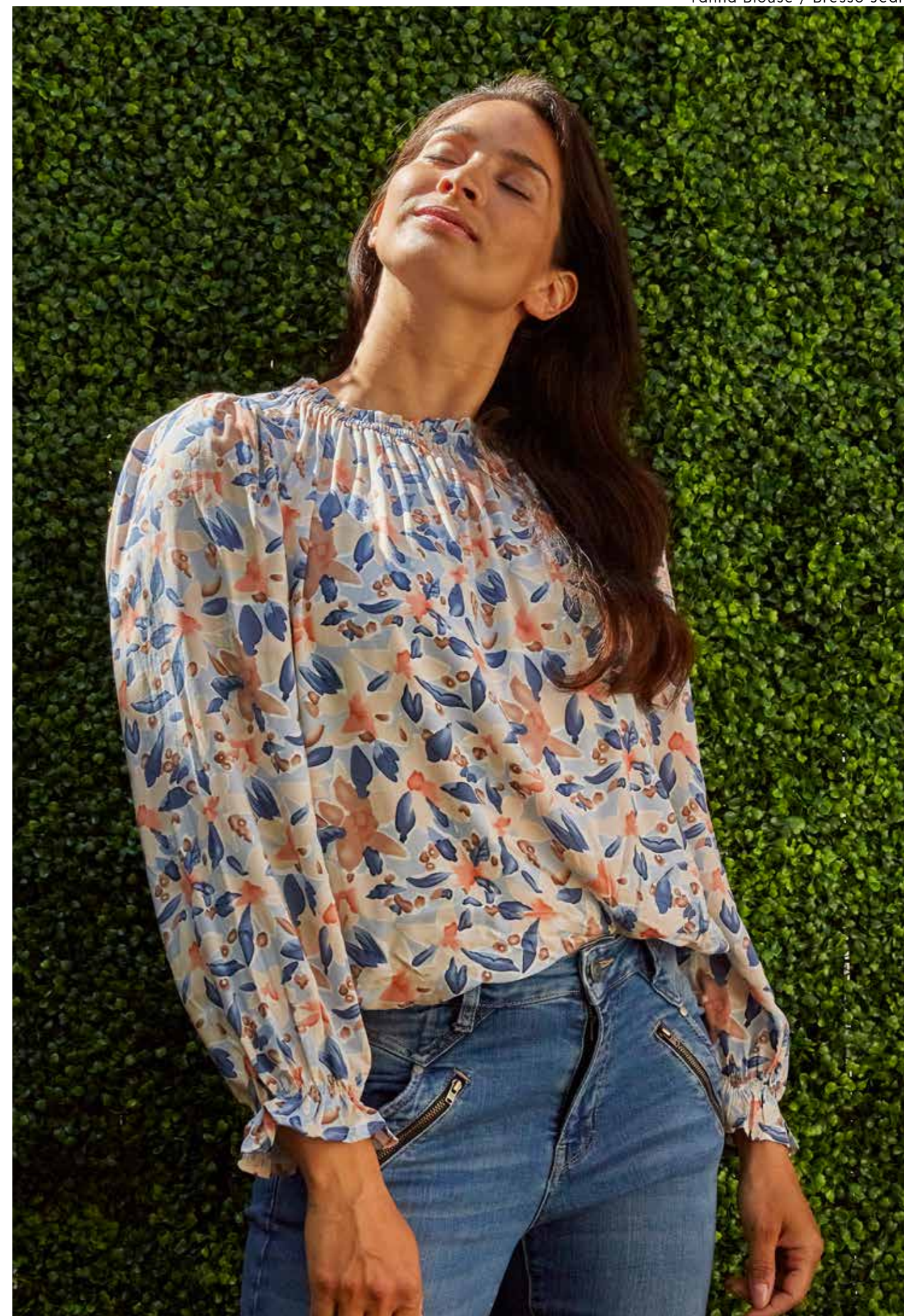
Long lasting items are in focus in our design and production process. High quality and timeless design is an important factor in the effort of reducing our impact on our environment.

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.



Fabric made in Denmark 



PANTONE 15-6340



PANTONE White



PANTONE 16-3802



Steff Blouse / Como Button Jeans



Gyta Smock Blouse



Tulle Knit / Nilla Highneck Top / Lido Split Jeans



Bozena Pullover / Nilla Highneck Top / Pisa Raw Jeans

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.



Thea Pleat Dress



*For every
wearing moment*





Otelia Printed Tunic / Bozena Pullover / Pisa Raw Jeans / Steff Blouse / Como Button Jeans

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.



We love
the shape
of you.

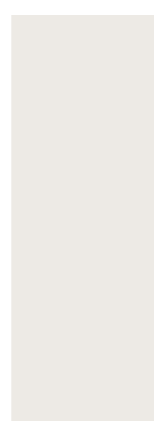




PANTONE 12-1403



PANTONE 13-0905



PANTONE 11-0640

Tara Lace Blouse / Como Long Flare Pant



Tora Shirt





Tessie Boucle Jacket / Nugga Underdress

Tess V-neck T-shirt / Tess O-neck T-shirt



Thora O-neck Pullover



Thora Knit Pullover





The people behind I SAY

I SAY is an independent womens clothing brand driven by Britt & Søren Andreassen from the small town of Them in Jutland.

To Britt & Søren being independent means being able to focus on what they believe in. They are driven by the vision of creating beautiful clothes that makes it easier for women of all shapes, sizes or ages to find clothes that makes them feel beautiful and comfortable every day.

Through the years I SAY have established long lasting relationships to both retailers and a handfull of carefully selected manufactorers. This means I SAY is able to offer consistency and high quality across the entire supply chain. It also means flexibility, transparency and genuine desire to listen to their customers needs.

Britt & Søren believes in the future of physical shops and rely on the close collaboration giving their customers the best possible service and guidance. A collaboration build on flexibility, decency, and honesty from both sides.

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 & 40.

Size 40



Isay
chino
pant



Size 40



Isay
straight
long
pant



HIGHWAIST
by
Isay

Size 40



Size 40



Roma
washed
pant



Tiffany
flare
pant



HIGHWAIST
by
Isay

Size 40



Como
long
flare
pant



Size 40



Como
button
pant



Size 40



Como
tape
pant

Size 38



*Designed to
fit comfortably*



Como
straight
jeans



HIGHWAIST
by
isay

Size 40



Size 40



Como
flare
jeans



Como
button
jeans



Como
stripe
jeans





Lido
classic
jeans

Size 40

Lido
classic
flare
jeans



Size 38



Lido
split
jeans



Size 36



Size 38



HIGHWAIST
by
isay



Lido
long
straight
jeans



HIGHWAIST
by
isay



Lido
straight
jeans



Verona
basic
jeans

Size 40

Size 38



Bresso
jeans



Size 38

Pisa
jeans



A woman with long, wavy brown hair is posing against a weathered, light-colored wall with peeling plaster. She is wearing a long-sleeved tunic with a blue and white geometric pattern and dark blue jeans with a split hem. She is looking towards the camera with a slight smile. The scene is lit with warm, natural light, and some green leaves are visible in the upper left corner.

Trille Tunic / Lido Split 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 stand 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

I SAY

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