

ZOEY

Fashion has no size



ZOEY
loves
COPENHAGEN

I AM ZOEY
ARE YOU?

Purefying

ICE BLUE

Spring 21



SPRING 21

"I'm going all in this season"



The world is slowly getting back to normal. I am convinced that 2020 will go down in history, and probably not because of ZOELY's gorgeous collections (although they really were great), but for the Covid-19 thread and lock-down. We too have had our setbacks due to the pandemic but I really hope that we have seen the worst of it by now.

This SPRING 21 I will try to take on this "new world" with my head held high and with high hopes for the future. Our vision is still the same: To help women of all shapes and sizes, feel and look their best. And to do this by creating cool, comfortable and fashionable items that they will love for a long time.

Our amazing costumers have shown us that we stand together through everything and I am humbled by their support and engagement. It makes me more than excited for our future collections and the main SPRING season is always such a joy to create.

This season we tuned up the volume on literally everything: colors, the size of the sleeves, the amount of gorgeous print and the number of need-to-have styles.

We took all the most essential Spring feelings and put into strong and beautiful items.

I hope you will dive into this lovely collection, high hope first, and let yourself indulge in all the fresh colors, soft knits, great prints, cool trousers and comfortable yet stylish loungewear items. I am going to mix it all with some traditional workwear styles such as a collared shirt and used denim for some cool and personal outfits.

I hope you will find your next spring love in the collection too.

Questions?

If you have any questions for us, any inquiries or otherwise, you can always contact us via Facebook, Instagram or by office@zoey.dk. We look forward to hearing from you.



zoeydenmark - zoeydenmark - office@zoey.dk

Best wished

Trine Vinther
Trine Vinther
CEO

INSIDE

this issue



26 TOUGH *Pit Stop*

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BACKSTAGE **58** *Of the photoshoot*



FRONTPAGE

On the frontpage:
Model: Nynne Dehnfeld / Le Management
Photography: Jacob Lerche
Make-up & Hair: Pernille Andersen
Location: Nymølle Stenindustri

Thank you!

Thank you SO much to Nymølle Stenindustri for having us the day of the photoshoot.



Purifying ICE BLUE

*We are crazy about this fresh, purifying spring color: Ice Blue.
It feels like a cooling drink on a too hot summer day. Like a dip in the ocean when you most need it.
Dive into this story of feminine prints, comfortable knits and cool denim.*





















Super fast TORTILLA PIZZA



“Some days cooking just have to be fast and easy. This pizza is perfect for the busy days with its maximum 15 minutes of preparation time. And it’s healthy on top of that! If you cut back on the cheese but then again, it does belong on a pizza, right? I know that egg on a pizza looks a little strange, but I always bring this to dinner with friends and I always get such positive feedback - so do yourself a favor and try it out :)”

Ingredients

- 1 whole wheat tortilla
- 1 small can of tomato paste
- 1/5 a red onion
- Mixed beans from a can
- 200-300 g. of fresh spinach
- 1/5 a fresh mozzarella ball
- 1 egg
- Oregano
- Salt
- Pepper

How to

Spread the tomato paste onto the tortilla. Rinse the beans and add as many as you like.

Peel the onion and cut it in halves and then in slices. Spread out on the pizza. Make a circle of spinach on the pizza with a hole in the middle. Don’t worry about the amount of spinach, it falls down when you bake it. Add the egg to the middle of the spinach.

Grate the cheese with your fingers and add it too. Sprinkle with oregano, salt and pepper and bake the pizza at 200 degrees Celsius for 10 minutes. The yoke can be soft if you are into that. Easy! Now just enjoy!



ANN BONDE

Ann is an educated dietitian and a real foodie with a knack for delicious and easy-to-prepare dishes.

She has agreed to share some of her healthy spring favorites with us. Enjoy!

New touch of
LEISURE WEAR













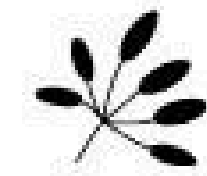






ZOEY

Fashion has no size



I AM ZOEY ARE YOU?

I understand why your first answer would be: "No... My name is...?". But trust me, after you've read this you are also going to be saying: "YES! I am ZOEY!" Here is why:

Let me introduce you to our latest concept: "I'm ZOEY" or #IamZOEY. We want to ask you to join us in our confidence boost by showing the world that we are extremely proud of ourselves, our brand and our bodies.

We want to scream it from the top of every building: "Look at our amazing followers - they are SO beautiful and strong!"

Every time we get tagged in a picture we know that you put a lot of effort into that picture. And we know that you tagged us because you like us - so we do a little happy-dance. Your support means the world to us and we want to share this support and your hard work with everyone. And at the same time, let everyone know that we love who we are, our bodies, our minds, our power.

If you are ZOEY you are not put into any boxes (except for the party-boat that we steer together), you are not to be judged or predetermined by anyone. Your shape and size is a part of who you are, not what defines you!

If you are ZOEY we know that you like cool, comfortable and fashionable outfits and we know that you like quality and long lasting design. If you are ZOEY you know who you are and who you aspire to become. If you are ZOEY you are powerful, wise, confident and vulnerable. And of course every queen has an off day - including you and me.

But really, if you hold your head high and trust yourself, then you are ZOEY.

I hope "I'm ZOEY" is starting to make sense to you and I hope that since you are reading this, you too are ZOEY and prepared to tell it to the world, together with us? Let me hear you say it: "I AM ZOEY!"

Please help us tell as many as possible by tagging us on Instagram or Facebook or by using the hashtag #iamzoey.



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THE ZOEY
Designers Choices

Emilie has agreed to tell us about her favorites from the SPRING 21 collection and what else she is dreaming about for the season.



EMILIE VINTHER

Our designer Emilie has been with ZOEY from our start 4 years ago.

She loves to combine timeless classics with more seasonal items and has a soft spot for the feminine look.



MABEL JACKET



HAY PALISSADE SET

"We just had our terrace remade so I am dreaming of a sunny spring in the shade of a parasol. Preferably sipping rosé in one of these nice looking lounge sets"



HELEN BLOUSE



KENDRA SHIRT



ABBY DRESS



TYBO ART & CRAFT CERAMICS

"These amazing ceramics are being handmade just a few minutes from my home and with a special glaze with local ingredients. So cool! I am dreaming of serving my friends and family a dinner on these rustic and minimalistic pieces of ceramic"



FIA WIDE JEANS



MÜHLE SAEFTY RAZOR

"I am trying to replace some of the biggest waste sinners in my life and one of them is single use razors! This razor is both beautiful and waste-free. So I better get it before the shaving season begins :)"

TOUGH

Pit Stop

3...2...1... STOP!

Turn heads in the seasons most amazing eyecatchers. Mix denim with shirts, lace with leather and t-shirts with pumps for a look suitable for any true rock chick!



























RAELYN JACKET



KYRA T-SHIRT



DYLAN KIMONO DRESS



FIA SPENCER



ANGELINA MAKE-UP BAG



IZABELLA DRESS

Go for
BLACK & WHITE



Spring Smoothie

with carrots, mango and mint



Ingredients

Enough for two.

- 1,5 carrots
- 1 dl. mango, fresh or frozen
- 2 branches of mint
- 20 g. ginger
- The juice from 1 orange
- 1 dl. water. (Replace with coconut water for the luxury version)
- Limejuice

Peel the carrots, cut them into small pieces and put them into a blender. Squeeze the juice from the orange into the blender too. Peel the ginger and take away the stem of the mint and add these too. Add water and blend. This smoothie needs to blend a little longer than other smoothies made from fruits, because of the carrots. Enjoy!

“The color of this orange smoothie makes it look so delicious, appetizing and welcoming. It instantly makes me think of spring and puts me in a good mood. And who doesn’t need that after a long Winter? I know the ZOEY girls welcomed this little immune system booster that is rich on A-vitamin and gives a good feeling of satiety.”



ANN BONDE

Ann is an educated dietitian and a real foodie with a nack for delicious and easy-to-prepare dishes.

She has agreed to share some of her a healthy spring favorites with us.

Enjoy!



powerfull, feminine, fun!













Chew your way through THE DAY



KYLA DRESS



ZOEY CHEWING GUM



SCARLET JACKET



HALLIE PANTS



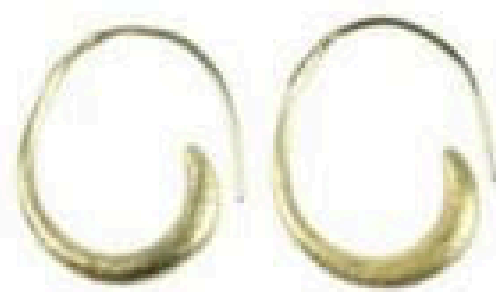
MCKENZIE BACKPACK



JASMIN BLOUSE



FIA JEANS



PURE NY NAT
GOLD EARRINGS



Ingredients

1 portion

Ingredients waffles:

- 1 egg
- 50 g. wheat flour
- 20 g. whole wheat flour
- ¼ tsp. baking powder
 - ¼ tsp. salt
 - 1,5 dl. milk
- 1 handfull of leftovers (like boiled vegetables, boiled pasta, rice, soup, grated cheese or grated fruit)

Cottage cheese crème:

- 15 g. cottage cheese
- 1 clove of garlic
- Approx. ¼ red bell pepper
 - 1 tbs. water

Topping:

- Smoked salmon or trout
- Mixed salat

Blend all ingredients for the waffles in a blender. If your leftovers are the “liquid” kind you may need a little more flour. And then just go ahead with the waffle iron. If you don’t own one, they are also workable as pancakes.

While the waffles are baking, blend the ingredients for the cottage cheese crème to a smooth paste.

Arrange all the goodies and enjoy!

WAFFLES FOR DINNER

— & made from your leftovers! —

”Put your leftovers to good use with these delicious waffles. Anything can be used: boiled potatoes, soup, pasta or like I did, a handful of spinach. Top them up with a filling and healthy cottage cheese crème and some smoked fish and they are good to go. Perfect for your lunch too.”



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She has agreed to share some of her a healthy spring favorites with us.

Enjoy!

ZOEY *loves* COPENHAGEN

Copenhagen: The capital of our home country. A city of great inspiration and a place we love to visit whether it be as a holiday guest or for work. Copenhagen is considered a true fashion hub and we couldn't agree more. Especially when Copenhagen Fashion Week is running twice a year, the cool and inspiring vibes go high! We asked Pia, our Danish Sales Manager, to share her recommendation for go-to places in the city.

Do you have a must-visit in Copenhagen?

"Torvehallerne is one of my favorite places when I am looking for Danish delicacies, local vegetables, fresh fish, or maybe some Italian specialities. They are located close to the busy Nørreport Street and offers more than 80 shops."

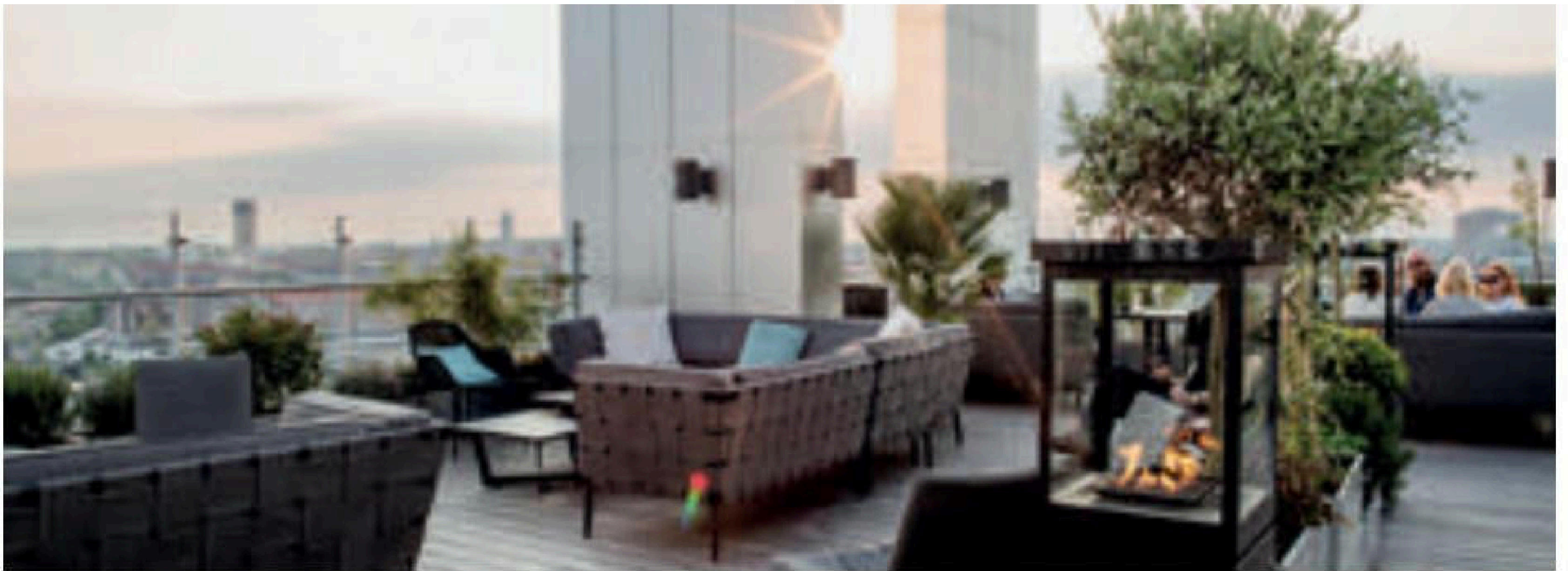
Where would you go eat on your Birthday?

"I love the food and the atmosphere at MaoBao! The restaurant is called Sidecar for brunch and MaoBao in the evening. They serve the most amazing baos and I love getting their menus and share everything around the table."



What is your favorite hotel experience?

"I had the best time at the Tivoli Hotel & Congress Center. It is just as magical a universe of high culture and amusements as the Tivoli Gardens and the skyline vantage point is amazing."



Do you have a special place you would recommend?

"The Tower of Christiansborg Palace is the highest tower in Copenhagen and is a great place to go to add some spice to the experience of your stay. The food is with the best produce from all over Denmark as intention is to bring traditional Danish dishes back into the limelight, but with a modern twist."



Pia Degn

Pia is our Danish Sales Manager and handles all of the Danish market. She has been with us from our beginning 4 years ago and has an uplifting and friendly spirit that we love to work with.

*Do you have a shop in Denmark and would like to sell ZOEY?
You can contact Pia by phone no.: +45 20 78 91 49*





for the love of volume & shine

Puff sleeves are the hottest thing for this season. We mixed it with beautiful shiny qualities and the most comfortable business styles - all of them perfect for any party.











BACKSTAGE


On the photo shoot

We spent a rainy day at Nymølle Stenindustri, a gravel pit close to our office. We loved the cool location, although it was anything from fashion fancy. During the day the rumor spread that there was really nice girls in the pit and more and more trucks came to pay their visit. We defied the weather and result of the day is what you have just been seeing. Thank you everyone on set for a great day, we look forward to next time. Xoxo, Team ZOEY







A photograph of a desert landscape featuring rolling sand dunes under a clear blue sky. The dunes are light brown and show some tracks or patterns on their surface. The text 'Desert Walk' is overlaid in a cursive font across the middle of the image.

Desert Walk



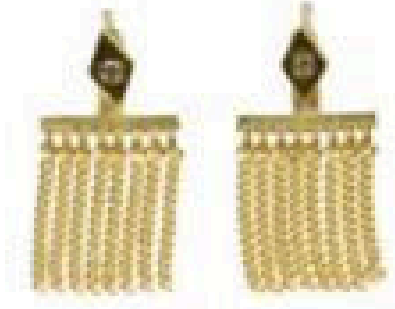




Here comes the
URBAN ICON



ABBY DRESS



PURE NY NAT
GOLD EARRINGS



HALLIE JACKET



FIA JEANS



GEMMA BAG



RYAN PANTS



PURE NY NAT
GOLD NECKLACE



KYRA BLACK T-SHIRT

The very best

ZOEY ESSENTIALS



AMBER
QUILT VEST



CELINE CARDIGAN



HALLIE BLAZER



FIA JEANS



AMBER
QUILT JACKET

IDA SKIRT



KENDRA SHIRT

At ZOEY we are known for our colorful prints and fashionable blouses and dresses. But we also love our essentials that are necessary in every wardrobe. We all need those slim fit, buttery soft pair of jeans and the classic, grime repellent black trousers. And of course we can't live without the black tube skirt in the most comfortable and durable quality or the everlasting cool denim jacket. How many outfits are you able to make with your essential wardrobe?

Essentials!



FIA JACKET



KYRA BLACK T-SHIRT



SIMONE PANTS

FIND ZOEY

All over Europe



At www.zoey.dk or www.zoey-denmark.de you find the full list of retailers.

ZOEY

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Hope you felt inspired!



@zoeydenmark - office@zoey.dk

www.zoey.dk