

ZOEY

Fashion has no size



ZOEY
loves
BERLIN

All the new trends
for
Autumn!

Photoshoot by
**GOLDEN
CRUSH**

AUTUMN 2020



AUTUMN

"I love your colors!"

Autumn is upon us and with all that comes with it: Golden tones, cold weather and cozying up inside with friends and family. Just lovely!

This Autumn we are showcasing something for all activities of the fall season in the collection.

I wanted the collection to embrace the differences in use as well as the differences in each individual that utilizes pieces from it.

So, if you want to spend your autumn outdoor in the golden leaves, we have the perfect thermo-wear for you. If you want to stay inside with your family, we've got you covered & if you want to dress up and go out, we have just the selection for that too.

As always, the collection is designed to mix and match across genres and groups. We design it in themes, but we are even more pleased to see when you make it your own! Mix the raw items with feminine lace and throw a cozy knit over your party dress and show the world whom you are! I love it!

For the photoshoot for this collection we brought in our all-time favorite model Carina that I know you all love. Together with her is a new face to ZOEY; Nynne. I really like the vibe between them and the fact that they showcase two very different ZOEY girls, both equally awesome and cute. Just the thing I was hoping to do with this collection.

So please join me and the ZOEY team and dive into this versatile autumn collection, filled with everything you need for a chic and fashionable autumn.

I hope you will enjoy not only this magazine but all of the ZOEY Autumn 20 collection with all its aspects.

Best wishes

Trine Vinther
Trine Vinther
ZOEY



ELAINA SHORT JACKET



PURE BY NAT
SILVER EARRINGS



GEMMA BAG

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On the frontpage:
Models: Carina Bjerre & Nynne Dehnfeld / Le Management
Photography: Jacob Lerche
Make-up & hair: Monica Grensteen
Location: Løvenhold Slot

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GOLDEN
CRUSH

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Throughout the magazine we've had the pleasure of using beautiful jewelry from PURE by Nat. Thank you so much for letting us use your precious items.



GOLDEN CRUSH

We have a serious crush!
On golden colors, laid-back looks and the most
amazing light. On mixing genres, feeling
comfortable in your own skin and on friendships
for life.



























Get the insight on the

DESIGNERS CHOICES

We have several designers in the ZOEY team and this time we asked Iben and Emilie to give us their favourites from the Autumn 20 collection and what other buys they are wishing for.



EMILIE VINTHER

Our designer Emilie has been with ZOEY from our start 3,5 years ago. She loves to combine timeless classics with more seasonal items and has a soft spot for the feminine look.



MELISSA SHIRT

"Stripes are an evergreen kind of thing, and this MELISSA shirt too, but in a fashionable way that it perfekt for autumn"



MARNI TRUNK BAG
€ 1600

"I am trying to save up for this beautiful and versatile bag - I would love to one day be able to buy something for myself that I have had my eyes on for a long time"



LE KLINT LAMELLA LAMP
€ 630 / EACH

"Le Klint is a big part of our design tradition in Denmark and their lamps have always been present in my childhood home. I would love to have them in my own home as well."



ROSALIE SKIRT

"The shape, the color, the trimmings - I love it all"



JESSICA KNIT BLOUSE

"I wasn't always into knits, but i am becoing so indeed! Especially for this delicious, soft JESSICA knit"



STUDIO LOMA
€ 80

"I am always falling in love with gold earrings - these are large but not too much for my taste"



IBEN SCHRADER

Our designer Iben has been in our fashion house for 8 years. She loves to put a street-vibe to her outfit and has a soft spot for those extravagant items.

"This season I



PENELOPE BEANIE

"I love a great beanie - I will wear it every day as I bike to work. PENELOPE has a few golden buttons to give it something ekstra"



ROSALIE PANTS

"I am generally not much of a jeans girl, but ROSALINE has me captured. The flare reminds me of the great 90'es in the best possible way. I want to style them with heels and maybe a cool knit."



XOUXOU BERLIN PHONE NECKLACE

€ 64

"A phone necklace is so brilliant for when I wear dresses and don't have any pockets, and this one i chunky and cool!"



MAM ORIGINALS GOLD RING

€ 49

"This ring i extravagant yet simple. It is spot on for my taste"



FLOS SNOOPY LAMP

€ 920

"I love how this kamp is both stylish and a bit playful. That is just the vibe we carry in my house"



JANE LONG JACKET

"This super soft quilt jacket has a clean and sporty look- I love it!"



SLOANE DRESS

"The ARIEL dress is not only super awesome but also from the new Future Awareness line. It just adds so much history to the dress, it will ecco in me everytime I wear it"

An
OUTDOOR
weekend

*Who wouldn't love a weekend in the countryside with cripsy autumn weather
& long walks with good friends?*













**Helene Randløv from
Pudderdaaserne.dk**

"Our name Pudderdaaserne can be translated to The Powder Puffs, but in danish the name has a strong irony to it that isn't really translated."

"We are Denmark's largest beauty blog with oodles of good advice, make up guides, rosy red lips and honest reviews - 100% bullshit free."



**Yves Saint Laurent Tatouage Couture Matte
Stain in the color Red Tribe 12**

"Easy and sharp application with precise edges, long lasting and super pigmented formula in this case in a beautiful shade of red. If you do not like lipstick, you should try Tatouage Couture Matte Stain. It is a thin liquid which makes it extremely comfortable to wear. The only downside is that you are left with the impossible choice to pick between all of the beautiful colors."



NARS Soft Matte Complete Concealer

"The time of visible redness, dark circles, hyperpigmentation and blemishes is past with this lightweight and full coverage concealer. The smoothing and non-drying formula is comfortable while it stays on without settling in fine lines or around dry patches. It blends seamlessly into the skin even when you apply it with your finger."

The beauty blogger recommends

SHINE YOUR WAY THROUGH AUTUMN

"Makeup for this season is usually a bit darker than the rest of the year. No matter if you wear makeup on a daily basis or on occasion, these products are some of the essentials. Remember to practice your application skills in time for a party. You will have much more success with your party looks, if you practice in advance." Helene / Pudderdaaserne.dk



Clinique Pretty Easy Liquid Eyelining Pen

"Mastering the art of the winged eyeliner is not for the selected few. Everyone can learn... but as in any other task in life, practice is the key. The tip of Clinique Pretty Easy Liquid Eyelining Pen distinguishes itself from other liquid liners by being a tapered brush. Lining your eyes can definitely be messy business, this brush ensures control, precision yet easy application."



**Natasha Denona Chroma Crystal Top Coat in
the color #3 Grey-Brown**

"Add some sparkle to your makeup... The light creamy texture makes it perfect for eyes, lips and cheekbones. Whether you go for a soft subtle shimmer or a full-on glossy sparkle the cream will not budge. You can really count on this water proof and long wearing formula all through the night."



**Urban Decay Eyeshadow Primer Potion
(original)**

"If you struggle with your eyeshadow creasing, you definitely need an eyeshadow primer in your life. Urban Decay Eyeshadow Primer Potion will ease the application and intensify the pigmentation of your favorite eyeshadows. It will make sure that your eyeshadow stays in place all day, all evening and even when you pull an all-nighter."

GIN MULE

cocktail with gingerale, gin & lime



Ingredients

Enough for two.

- 5 cl. gin
- 2,5 cl. limejuice
- 1 sp. sirup
- 2,5 dl. ginger ale
- 2 branches of mint
- Ice cubes

Grind the mint in the pitcher you want to mix the drink in. Add all ingredients and stir. Pour the drink through a sieve when you pour it to the glasses. Add ice cubes and enjoy!

”The ZOEY gils told me that they love gin. This Gin Mule could be a new addition to their (and yours?) friday afternoon GT obsession. Try it out - I think you’ll like it.”



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 Autumn favorites with us. Enjoy!



WARDROBE ESSENTIALS

meet seasonable items



When you have your wardrobe essentials in place,
mixing and matching become much easier.

Join us as we pair evergreens such as the black
leather pants, the long cardigan, the blazer & a lace
blouse with the colors of the season for fashionable
and chic looks.









Q&A

”How many are you in your team?”

Mette Christensen via Facebook

Dear Mette.

Thank you for asking. We are a small team of 10 people that only work with ZOEY. We are located in a large fashion house with multiple brands, so we also share colleagues with the other brands. Furthermore we have agents in 7 countries in Europe that we also consider as our colleagues.

You can read some recommendations that our German Country Manager Sabine Steinhardt has for Berlin on page xx

xoxo / ZOEY

”Normally I use size EU 48, which size do I need in ZOEY size range?”

Anna Thomsen via Instagram

Dear Anna

Thank you for your question.

At ZOEY we divide most styles into 5 sizes:

XS	S	M	L	XL
38/40	42/44	46/48	50/52	54/56

This means that you are a ZOEY M for all tops, blouses, dresses and loosely fitted pants. For jeans and tight pants, we do confectioned sizes and you should look for the size you are used to.

Hope our fit is perfect for you!

xoxo / ZOEY

Ask us anything

”How many collection do you have each year?”

Michelle Stainhardt via Facebook

Dear Michelle

Thank you for reaching out.

We have 6 collections each year, 2 main collections, 2 collections in between and 2 pre-collection. This means that we only have 2 months a year where we don't show any news. This is January because of the sale and July for sale and holidays. Hope I answered your question to the full, you can always read more about the ZOEY brand on our website: www.ZOEY.dk

xoxo / ZOEY

Questions?

At Q & A we answer every type of question our costumers and consumers might have. We hope this gives you the opportunity to find out more about ZOEY, otherwise you can always contact us via Facebook, Instagram or by office@zoey.dk





Ingredients

Enough for two.

- 1 large pear
- 1 handful of blueberries
- 250 g. greek youghurt
- 2 sp. vanillasucker
- 1 dl. cream
- 100 g. meringue
- 1/2 sp. fruit-dust for garnish
- Fresh mint for garnish

Mix the greek youghurt with the vanilla. Whip cream and mix with the youthurt. Rinse pear and blueberry and cut the pear into smaller pieces. Arrange in individual glasses on top of each other in layers. Cruch the merangue on top and garnich with fruit dust and mint leaves. Enjoy!

AUTUMN IN A GLASS

with pear, blueberries and merangue kisses

”This dessert is fresh and sweet with the berries, pear and a bit of crunch from the merangue. It is easy to prepare and guest find it so lovely to get individual servings.”

Preparation time: approx. 15 minutes.



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 Autumn favorites with us.

Enjoy!



THE COLOR OF GRAPE









Dress up in grape





BY TEAMZOEY - PHOTO: JAKOB LEBICHE PHOTOGRAPHY - MAKE-UP + HAIR: MONICA GRUNSTEIN - MODELS: NYANE DEHNFJELD & CARINA BJERRE

The zoey muse

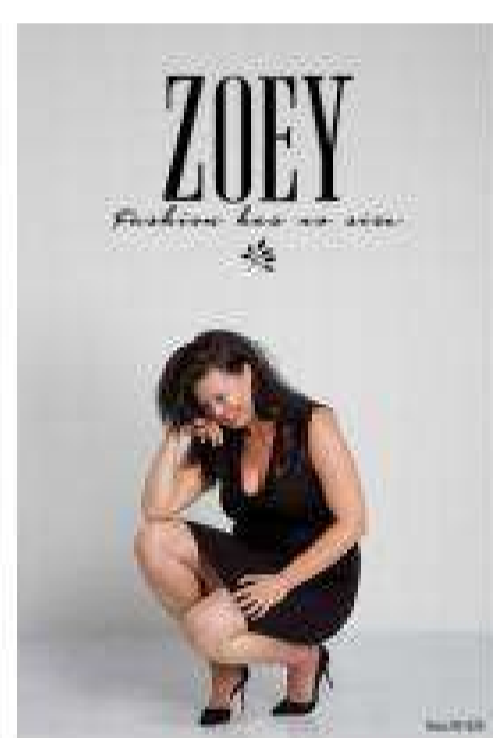
CARINA BJERRE

Carina has been the face of ZOEY since the launch in 2016. She has always been a big inspiration to us and now as our muse we wanted to give you readers the chance to get to know her a little better.

CARINA IN ZOEY



PRE-AUTUMN 16



SPRING 2017



SUMMER 17



AUTUMN 17



WINTER 17

SPRING 18

SUMMER 18

AUTUMN 18

WINTER 18

SUMMER 20

PRE-AUTUMN 20



Carina isn't actually a model full time even though she always seems like it on set.

When she is not with ZOEY on photoshoots, she works in a private kindergarten that she also founded. Carina is well known in her hometown and she tells us that everywhere she goes people ask her what season from ZOEY she is wearing. So, we are not the only ones who think of her as the face of ZOEY.

Carina has a big heart and a big family that are some of the best to look out for each other and lend a helping hand when needed. No wonder that she plays a big part of many people's lives as she is always thinking about everyone around her and caring for their wellbeing.

We are so pleased that Carina keeps wanting to be a part of the ZOEY family and we almost can't wait for future cooperation.

The new

AUTUMN TREND



THE KNIT VEST

A very important trend for Autumn is the knit vest. Use it over a white shirt or your favourite dress.

The vest will create a comfortable yet dressed look with its masculine references.

Mix with your best feminine details and accessories for a full and personal look.

Have fun styling!



DANIELLA QUILT JACKET



JANE JACKET



LEIA JACKET

It's the season for
OUTERWEAR



CAROLINE JACKET



ELAINA JACKET



DANIELLA QUILT JUMPSUIT
ZOEY Autumn 2020 Magazine 45







Knit, knit, knit

You can't have too many knits!



DELANYE LONG CARDIGAN



GEMMA SMALL BAG



JESSICA OVERSIZE KNIT

When Autumn arrives it is time to bring out the knits. Especially in our part of the world. No matter if you like thin, heavy, chunky or super soft - here is a knit for you.



JESSICA KNIT BLOUSE



LOLA CARDIGAN



DELANYE KNIT

ZOEY loves BERLIN

Berlin: the metropolis of Europe & the creative place to be

To this day, Berlin is considered an up-and-coming city that can still be afforded compared to other European capitals. This especially attracts creative people to Berlin, who are free to work out and realize their ideas. For visual artists, Berlin has been a special "place to be" since the fall of the Berlin Wall, as an estimated 600 galleries characterize a scene that is unique in Europe.

We asked our sweet co-worker, the ZOEY Country Manager for the German market, Sabine Steinhardt to give her advice for the top places to stay, eat and see in Berlin.



Brandenburger Tor of Berlin photographed in 2019.

Where would you spend an evening out?

"Enjoy the sweeping 270 degree panoramic views on cosy couches and swings, at the SOLAR Sky-bar. The bartenders offer signature drinks with homemade infusions. Artists float between both floors in a unique DJ-lift!"



Where do you like to eat?

"The KaDeWe has always been one of the tourist attractions in the heart of Berlin - a shopping paradise in a class of its own. The restaurant Wintergarten is in no way inferior. In the restaurant Wintergarten on the 7th floor of the KaDeWe you will experience fresh cuisine vis-à-vis. The dishes are prepared right in front of the you! Before or at the same time enjoy drink or cocktail the new pharmacy bar."



Restaurant Wintergarten in the KaDeWe Berlin's Rooftop Market.

Where would you go shopping?

”Les Seours Shop is the first shop in Germany with the Curvy Plus Size Concept. Les Sours Shop, Grolmannstrasse 16, 10623 Berlin.

Located on 120sqm near Savignyplatz in the beautiful West of Berlin, the Curvy Concept Store offers a wide selection of fashion in size 42-56 as well as accessories, jewelery, beauty products, gifts and much more.

You can browse, try out and shop away from the shopping mile Ku’damm. Because having fun and feeling good is for Julia Chevalley & Jasmin Moallim and her team that Most important when shopping!

With an assortment of more than 30 brands and designers from all over the world, a self-produced fair production in Germany, expert advice and great in-store events, nothing is left to be desired.

They are really proud the Fahion Brand ZOEY’s start with first delivery in Dec. 2019 and a lot of more in February from our beautiful Spring Collection 2020”



What is your best advise for a day in Berlin?

”The Berlin Television Tower at Alexanderplatz, one of the capital’s most famous landmarks, offers the most beautiful view of the skyline. Round off your stay with a drink in the revolving Sphere restaurant”



Where do you recomend staying?

”NHOW is the place to be. Experience music, art and fashion and be inspired by the nhow feeling. Europe’s first music hotel is located directly on the banks of the River Spree, at the epicentre of the Berlin music, fashion and creative scenes.

Cosmopolitan business travellers, international jet-setters and hip bands converge here in a unique atmosphere. The spectacular designer hotel in Berlin’s Friedrichshain-Kreuzberg district carries the signature look of star designer Karim Rashid”



Sabine Steinhardt

”I have been working at ZOEY since August 2019 I enjoy working independently. My colleagues are all great in Denmark and other countries. I would particularly like to thank the professional and very wonderful people in the agencies.

Perfect Details Agency Reiner Renz and his team from AREA Baden-Württemberg. Agency Engels Product Solution Lukas Engels from AREA Nordrhein-Westfalen and Jessica Maiazza AREA Northern Germany Sakes Agency with many years of experience as Merchandise Manager. My boss Trine Vinther is a long time friend and now she has given me this great opportunity, I love her very much as person (her wonderful ZOEY collections) and thank you for this chance.”



Do you have a shop in Germany or Austria and would like to sell ZOEY?

You can contact Sabine by phone no.: +49 170 400 77 81



Mix it up

LEATHER & KNIT

Autumn is the season for layers and warmth.

Mix styles of leather and knit and use both the material and colors to create a cozy and cool autumn look.

The ZOEY stretchable leather will stay in shape while getting more and more beautiful over time.















Helene Randløv from Pudderdaaserne.dk

"Our name Pudderdaaserne can be translated to The Powder Puffs, but in danish the name has a strong irony to it that isn't readily translated.

We are Denmark's largest beauty blog with oodles of good advice, make up guides, rosy red lips and honest reviews – 100% bullshit free."



Codage Moisturizing Mask

"Banish dry and uncomfortable skin with this rich indulging formula. It is moisturizing, nourishing, regenerating and on top of that it will fortify the hydrolipidic layer.

A gentle enzymatic peel stimulates cell renewal and reveals a healthier skin. Try it as a night cream and you will wake up with a radiant glow and a happy skin."



Peter Thomas Roth Pumpkin Enzyme Mask

"Dead skin cells and dull complexion is history... This mask exfoliates with pumpkin enzymes, refines with alpha hydroxy acids and polishes with aluminum oxide crystals just to reveal the best possible version of your skin. In addition to these accomplishments it has a warm and comforting scent of pumpkin pie spice."

The beauty blogger recommends

Make skincare your guilty pleasure

"There is no doubt, that your daily skincare ritual is essential for your skin. Masks cannot provide a lasting solution, if you have skin concerns. What masks can offer you is a short break, wellbeing and a good excuse for pampering yourself."

Helene / Pudderdaaserne.dk



Strivectin Advanced Acid Glycolic Skin Reset Mask

"Effective yet very gentle exfoliating mask. In only five minutes your skins texture will be improved. Fine lines and wrinkles will be diminished and your skin will be brighter and more radiant. Use it in the evening to prepare your skin for a solid moisture boost with a serum with hyaluronic acid and a nourishing cream on top.



Sisley Black Rose Cream Mask

"Until you have tried this mask, you will wonder what the fuss is all about. It delivers almost eight hours of sleep in just fifteen minutes... at least it is what it does to your skin. If you only have thirty minutes to get ready: Cleanse your skin, spread the mask evenly over your entire face and relax... The results are even skin tone, radiant, rehydrated and plump skin. And all you will need is lipstick and brows."



REN Flash Rinse 1 Minute Facial

"If ever there was a quick fix, this is it. Whenever some tired lady is looking back at you in the mirror, treat her with this mask. Uncover a clearer complexion, firmer and smoother skin with the REN Flash Rinse 1 Minute Facial. It actually does exactly what it claims to do in the name: It is just like a salon treatment in a flash."

Test yourself

WHICH STYLE (truly) SUITS YOU?

You might know which style you want to go for and know what your wardrobe is full of. But what would actually be your second skin if you let it? Maybe you are actually more raw than you realize? Or maybe you are not as casual as you think and wouldn't mind adding some feminine styles to your outfits? Take the test and find out....

1. What is your favourite item in your wardrobe?

- A. My biker jacket
- B. My oversized knit
- C. My lace top
- D. My white shirt

2. What is your favourite color?

- A. Black
- B. Grey Melange
- C. Rose
- D. Navy

3. Where do you find inspiration?

- A. In the street
- B. On my friends
- C. In stores and magazines
- D. On my colleagues

4. How would you prefer to spend a day off?

- A. At a concert with friends
- B. An evening on the couch with my family
- C. At a cafe with my girls
- D. On a trip to a museum with my husband

2. What is your next purchase?

- A. Boots
- B. A novel
- C. Lingeri
- D. A briefcase

3. What is your favourite drink?

- A. A beer
- B. A G&T
- C. A Cosmopolitan
- D. A glass of wine

MOST A'S



Yay, you are super raw. A cool biker jacket would be great for you. Maybe you find it perfect for your next concert or maybe you want to style it more feminine to suit you, who knows? As long as you are you, go do your thing!

MOST B'S



Aah, you are the casual type. An oversize knit like this is just right for you. Don't mistake the casual style, it is refined and exclusive. Add a pair of heels and you'll outshine anyone.

MOST C'S



Nice, welcome in the feminine club. You tend to wear cute blouses and feel comfortable in what might look like party wear to others. Don't hold back - you bring joy by being who you are!

MOST D'S



Yup, you are a classic girl. You feel safe in your office attire and r.e.s.p.e.c.t to you! Love what you do and work hard - it will make you look so good you'll turn heads. Way to go!





COME AT ME IF YOU DARE

Wear your attitude like your fashion favorites and don't let anyone bring you down!





How to style this seasons
CHECKS



RUTH LONG SHIRT



VERA T-SHIRT



PURE NY NAT
GOLD EARRINGS



OLIVE JEANS



NOELLE BLAZER



GEMMA BAG



RUTH PANTS



PURE NY NAT
GOLD NECKLACE



ADELAIDE T-SHIRT

BACKSTAGE

Of the photo shoot

For the photoshoots in this magazine we went Løvenholm Slot, a manor in Denmark, from where they manage the large forrest and land around Løvenholm.

Accompanied by the beautiful women Carina & Nynne and with a great team including photographer Jakob Lerche, make-up artist Monica Grensteen and videographer Magnus Vinther we shot all the gorgeous pictures in this magazine.



The hair & make-up artist Monica is preparing Nynne for a day of shooting.



Shooting outdoors in December in Denmark - it was cold! Luckily we are a clothing company so we have enough for everyone to keep warm.



Captured on film! Emilie is taking a picture of Magnus, who is filming Jakob, shooting Nynne. No moment goes undocumented!



We spend the day in the most beautiful surroundings! We owe Løvenholm Slot a huge thanks for letting us into their premisses which is usually only reserved for the few. THANK YOU!



We always have a lot of fun on set! But who would have known that Carina is secretly a nilja?



The whole team at the end of the best day. We bring home amazing memories, gorgeous photos and great laughs. Thank you so much everyone!

ZOEY

Fashion has no size



Hope you felt inspired!



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www.zoey.dk