

# ZOEY

*Fashion has no size*



What to wear  
for  
*Spring!*

**ZOEY**  
*loves*  
**STOCKHOLM**

*New sustainable line*  
**FUTURE AWARENESS**

*Photoshoot*  
**OUT OF  
AFRICA**

**SPRING 2020**

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Heleme Randløv from Pudderdaaserne.dk recommends the best for your skin and multifunctional products for travelling  
Find it on page 17 & 28



MACKENZIE BUMBAG



### FRONT PAGE

On the frontpage:  
Model: Rachel Hyde / Le Management  
Photography: Helle Thormann  
Make-up & hair: Kenneth Adelhardt  
Clothes: ANASTASIA Knit & LAILA Dress  
Location: Spar Invest Huset Randers



*Love your own*  
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ARIEL DRESS FROM  
FUTURE AWARENESS  
193-0423

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**BACKSTAGE**

*Of the photoshoot*



Throughout the magazine we've had the pleasure of using beautiful jewelry from Pilgrim. Thank you so much for letting us use your precious samples on the Spring 20 photoshoot.



# SPRING

*the season for new opportunities*

Oh spring, I have been waiting for you. Spring really is my favourite season, not just because of the first sun but because of the many outfit combination that a crisp and sunny spring calls for. At ZOEY we are so ready to enjoy the freshness of a new season, the new opportunities and the feeling of freedom that each spring brings.

This spring we are showcasing all of these three concepts in the collection.

I want the collection to lift your spirit with its fresh colors such as vibrant yellow and dusty mint. They will without a doubt turn a blue monday into a party!

If you, like me, love spending time outdoor, you should go for our cool utility-inspired items and turn a walk in the park into a fashionable catwalk. These items have that really exclusive, laid-back vibe - I love it!

### **Let's take care of our planet, together!**

This season we are more than pleased to present you with a new opportunity we have had up our sleeves.

Please welcome the Future Awareness line, filled with recycled fabrics, denim from recycled plastic bottles and oeko tex certified items. I am so happy to get this opportunity to help you make a sustainable fashion choice. I know we still have far to go before we save the planet, but we are stepping in the right direction and only by starting with ourself can we help change things for all of us.

So please join me and the ZOEY team and dive into the collection with a fresh mind filled with the feeling of freedom!

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

Best wished

  
Trine Vinther  
ZOEY



IRIS TUNIC  
193-1426



PURE BY NAT  
GOLD HOOP EARRINGS



BRIANNA PANTS  
193-9716

I can't but  
**THEY CAN**

We wouldn't have a magazine if it wasn't for all the great people who help us make it a reality. Here are three of the heroes & heroins that contributed to this issue of the ZOEY magazine.

### **KENNETH ADELHARDT**

As part of our almost permanent photoshoot team, the hair & make-up artist Kenneth has once again done his magic and made Rachel look her very best for the shoot in this magazine.

*"As I always say: There is nothing as sexy as confidence, and Rachel oozes confidence, that is what makes her so professional"*



### **MAGNUS VINTHER**

Magnus is always impressing us with new ideas and new gear for shooting videos of the photoshoot. At Mallorca he used the drone to make the most amazing overhead shoots of the location.

*"The single most important thing about photoshooting is creating a great environment. A happy set is a great set, and that is something that ZOEY does to perfection!"*

### **ELIN HØGH SØRENSEN**

Every day Elin is working to make sure that all styles fits perfectly to the ZOEY body in all sizes. She has the ultimate know-how on constructing clothing for the female body with 16 years in the business.

*"I'm quite a geek when it comes to clothes - I just love beautiful fabrics"*



# OUT OF AFRICA

*Join us in this luxurious &  
elegant story of a laid back lifestyle in the wilderness*



























**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."*



**GOSH 3in1 Hybrid Eyes**

"This product and its moussy texture is great for travelling. The colour 004 Greybrown is perfect for most brow colours, and it triples as both liner and eyeshadow. It is easy to blend the product on the skin and it can even be done with your finger. Use is to define your brows, your lashline or to make smokey eyes."



**Jeffree Star Liquid Lipstick Redrum**

"Everyone should own a true red lipstick. It is classy and elegant. The liquid formula makes sure, that you do not need to worry about reapplication or fading. It is durable and kiss proof and still comfortable on the lips. Wear it alone or vamp it up with a winged eyeliner and a light definition to the crease."

*The beauty blogger recommends*

# Look good while travelling

"Less is absolutely more when it comes to makeup in the summertime. It is likely to be a hot mess. Still it is nice to be able to add some color and glamour when going out. If you travel light, your makeup bag should be well thought out with a few multipurpose products." Helene / Pudderdaaserne.dk



**NudeStix Tinted Blur Foundation Stick**

"If you have not tried a foundation stick yet, you definitely should try this one. The formula can be used for light and transparent coverage and if you need a bit more, it can be built up as well. Let your skin shine through and just cover up redness."



**Lime Crime Software Blush**

The formula makes the product very versatile. It is a lightweight cream-to-powder texture, that lasts long on the skin without the stickiness and fading. With this product you can easily obtain a fresh and healthy look. The colour Petal is beautiful on the cheeks and can even be used on the lips and the eyelids.



**Anastasia Beverly Hills Highlighting Duo**

With this highlighting duo you can look fresh in a matter of minutes. In one end you have the matte highlighter, it is perfect for making your brows look defined. A well-placed highlight gives the whole eye area an optic lift. The shimmery end is perfect for adding dimension to your eye-look.

# REACH OUT FOR THE SUN

*Are you ready for a pop of color?  
Vibrant yellow will take you all the way to the top,  
just as we did when we shot this series.  
Tag along and feel the energy from the colors, the sun and  
the stunnings views.*























**Heleme 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.*

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**New Nordic Collagen Filler**

The past few years the market for supplements has grown a lot and with good reason. In just a few weeks you are able to see some quite remarkable changes. A supplement with collagen can make a big difference in the appearance of fine lines as well as deeper wrinkles. The skin will seem more resilient, plumper and better at retaining moisture.



**Karmameju Muse Cleansing Balm 01**

The first step in your ritual is an effective cleanser. This cleanser is exactly that. Take the opportunity to give your face a gentle massage every night and clean your skin with a wet sponge or soft washcloth for a light exfoliation.

*The beauty blogger recommends*

# Take care of your skin every day...

*"A good and gentle skincare ritual is fundamental in the pursuit of beautiful skin no matter how old you are. This guide will help you choose gentle yet effective products for your daily skincare ritual. Make sure to take the time to pamper yourself every day." Helene / Pudderdaaserne.dk*



**Algenist Genius Liquid Collagen**

Hydration is the key to beautiful skin. This serum also provides bounce, softness and radiance.

In just a few days you will feel and see a difference.



**Pestle & Mortar Exfoliate**

All skin types will benefit from a gentle exfoliation daily. Your skin will look brighter, fine lines and pores will appear smaller and it will reduce hyperpigmentation. Chemical exfoliation is gentler on the skin than scrubs. Remember to protect your skin with a SPF, as AHA may cause increased sensitivity to the sun.



**Protection EVY Technology Sunscreen Mousse SPF 50**

My belief is that you should protect your skin against UV-light throughout the year. If you are not in the habit of doing so, it is important to start now. First and foremost you have to find a SPF-product, that you like using. This mousse is light, easy to use and suitable for both men, women and children.



# Q&A

**”Where are the leather bags in your pictures from?”**

*Mette Christensen via Facebook*

Dear Mette.

The leather bags are ZOEY bags. Since Winter 18 we have been offering leather bags, wallets and small purses at ZOEY. We are super proud of the gorgeous leather goods and hope you will find something that suits you at your nearest ZOEY shop. Be sure to follow us on Instagram @zoeydenmark and Facebook @zoeydenmark to be updated on news from us.  
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

**”Why do you use polyester and where do you produce the clothes?”**

*Mie Pedersen via Facebook*

Dear Mie

Thank you for reaching out.  
To us polyester is a wonderful material! It has the ability to look super rich and feel so light weight and soft. It doesn't crinkle, it's easy to clean and it dries fast after washing.

We work with suppliers from England, China, Ukraine and India, so all over the world ;)

Hope I answered your question to the full, you can always read more about the ZOEY brand on our website: [www.ZOEY.dk](http://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](mailto:office@zoey.dk)*



Get the insight on the

# DESIGNERS CHOICE



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. She agreed to share her favourites from the Spring 20 collection and what other buys she is wishing for.



MUUBS NOA VASE  
€ 194

*"This would just look so good on my dining table"*



ARIEL DRESS  
193-0423

*"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"*



FIA LONG JACKET & FIA SKIRT  
193-9935 & 193-9920

*"The denim pieces FIA are super smooth and have so much stretch. The long jacket has the ability to make any outfit a little more tough, which is something that I love"*



KARMAMEJU RENEW FACIAL BRUSH  
€ 40

*"A dry scrub does wonders for my skin. I am looking for a more delicate brush for the fine facial lines"*



CHLOÉ SONNIE SNEAKERS  
AT MYTHERESA.COM  
€ 495

*"These sneakers have been on my watchlist for ages. They are so cool, but also a bit pricy."*

*Love your own*

# REFLECTION

Do you avoid mirrors or do you like to dress up and play?  
At ZOEY we love trying different outfits and a powerful, colorful  
outfit is just so much fun!

Try our bold new styles and yell out "ME!"





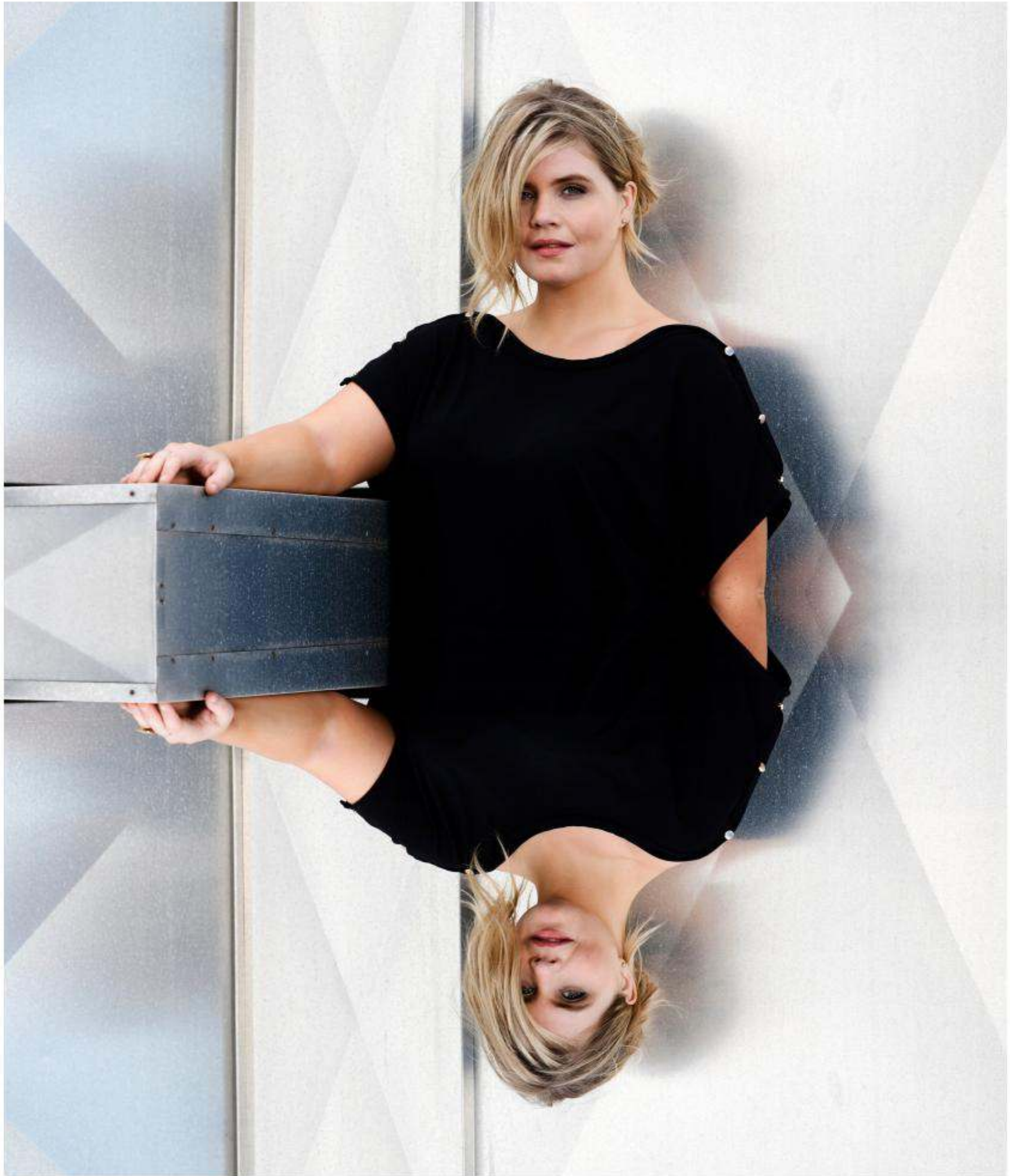












# ZOEY loves STOCKHOLM

Stockholm is a beautiful city palced on 14 different islands, which is also why the city is often referred to as the Venice of the north.

At ZOEY we love Stockholm for its clean nordic vibe, interesting old city parts and well dressed citizens.

We asked our sweet co-worker, the ZOEY agent for the Swedish marked, TOVE FRIEDE to give her advice for the top places to stay, eat and see in Stockholm.



## Where do you recomend staying?

"You live really well at Sign Hotel - it has a lovely spa and a pool on the roof."



## Where would you go shopping?

"Guldklimpen in Eskilstuna, about an hour from Stockholm is a really great shop that loves good service and giving the costumers that little extra. Every year they work in swinwear and bikinies when the high season begins. People think it is amazing, but the crew feel like it is only fair as they see the costumers when they are buying swimwear. It gives that little extra so that everyone knows that if you want a bikini body, you just put a bikini on your body and then voila... you have a bikini body!"



## What is your best advise for a day in Stockholm?

”Stockholm is such a lovely city with a lot of water and if you are on holiday during the summer you should take the ferry to Fjäderholmarna and enjoy the day there.”



*Only 30 minutes by boat you will find Stockholm's closest archipelago island Fjäderholmarna with restaurants, a craftstoun and trail walks.*

## Where would you spent an evening out?

”The ABBA museum is just great and if you want to have an fantastic evening with a Greek feeling you should go to Mamma Mia! The party.”



*Mamma Mia! The Party is a mucical experience with a three course Mediterranean menu, bar and dancing at the greek taverna while the crew is playing your favorite ABBA songs Mamma Mia! style.*

## Where do you like to eat?

”If you love fish like I do, I can highly recommed the restaurant Stockholm Fisk. A restaurant with a high service level and amazing fish and seafood. They have a seafood plate that is just outstanding!”



*Beautiful surroundings at the restaurant Stockholm Fisk. And that main course! Mmh... Bon Appétit!*

## Tove Friede

Tove is our colleague and agent in Sweden. She always nows how to make you laugh and continues to spread the ZOEY love everywhere she goes. *”I have been working for ZOEY almost a year now and I LOVE IT ❤️!”*



*Do you have a shop in Sweden and would like to sell ZOEY? You can contact Tove at tlf.: +46 730371155*



Evening moods at

# SUNSET

*Dressing up at the end of the day and going out at sunset is luxury that we love.*

*And why not dress in the color of the sun at sundown when it looks this amazing?*

















# WORKWEAR

*Monday, are you ready for me?*



LAILA BLOUSE  
193-3147



PENNIE BLOUSE  
193-3047



FIA LONG JACKET  
193-9935

*Punch Monday in the face with a denim on denim look. Make a twist and use a cute chiffon top with it.*



FIA SKIRT  
193-9920



LAILA DRESS  
193-3123



PENNIE DRESS  
193-3023

Recipe

*A ZOEY Favourite*

# FRESH SPRING SALAT



This crisp and tasteful salad will make you want to spend more time in the kitchen. It is a great mix of salty, sweet and tasteful ingredients.

## Ingredients

*For a large bowl of salad*

- Spinach
- Asparagus
- Mango
- Baby peas
- Shallots
- Dill
- A pear
- Blueberries
- Raspberries
- Flakes of parmesan - Cut it with a cheese slicer

Dressing: Olive oil, lemon juice, salt and pepper.

Try arranging it flat instead of mixing it in a deep bowl. It is so pretty and everyone will be sure to get all ingredients.

Enjoy!



# ZOEY

future awareness














# Let's take care of our planet, together!

We want to contribute to a cleaner  
future by providing a  
sustainable choice for your next  
fashion purchase.

ZOEY's  
FUTURE AWARENESS  
collections are based on  
denim made from plastic bottles,  
recycled fabrics and  
OEKO TEX certified items.

Thank you for choosing  
sustainable fashion.



Please welcome

# FUTURE AWARENESS

*A sustainable fashion choice from Zoey*

**W**e all need to take care of our planet – all of us know this by now. Being an actor in the fashion industry we are fully aware of our responsibilities and now we have the opportunity to take further action with the new sustainable line called Fashion Awareness. This way you can continue your fashionable daily life with a good conscious – what a win, win situation!

Within the Future Awareness line, you will find garments that are oeko tex 100 certified, denim that have been made from recycled plastic bottles and items made from recycled fibers.

Oeko Tex 100 is a certification that have you and your body in mind. It guarantees that the item does not contain any harmful substances that could affect you when you wear it.

Of course, this doesn't mean that all non-certified products contain a bunch of substances that could possible harm you – they do not! But this way you will know that even the neck label is tested for excess dye and produced under supervised circumstances. Pretty damn nice to know – excuse my French.

The method 'Recycled fibers' is as simple as it sounds. The fibers that make the thread, that is weaved into fabric, have been clothing once before. The items have been collected, chopped up, melted and spun into threads again, then weaved and sewn into new styles. The beauty of polyester fibers is that they can be recycled over and over again until infinity. Where cotton is only recyclable once, maybe twice for car seat filling, polyester can be recycled again and again and again.

Regarding the denim made from recycled plastic bottles, this is where I find my job extra super awesome. The elastane that make the jeans so fabulous to wear were once bottles of water or coke! How cool is that? I can't wait to jump around the garden with my kid, knowing that the jeans I am wearing helped save 6 bottles from ending up in landfill.

These are just the three initiatives that we will be starting up with for now. But we actually cover more than just one ground issue with Future Awareness. We are considering you and what affects your body when you wear the clothes. We are considering the environment and cleaning up by using what would be trash to produce gorgeous denim that we love to wear every day. And we are considering the world's resources and the environment in the future by using a sustainable resource that can be recycled over and over again.

We are so pleased to be working with our suppliers on these production methods and really proud of their initiative. Without our suppliers we would not be able to act on anything and they a superb at their job and at making sure everything is produced safely, basing the production on the pillars of CSR. We take great pleasure in knowing that we can do our job designing and developing the collections with peace on our minds because the production facilities are prober and the workers are treated with kindness and respect.

Let's take care of our planet, together!

**ZOEY**  
future awareness





# ZOEY

future awareness



ARIEL DRESS  
193-0423



ARIEL LONG SHIRT  
193-0425



ARIEL STRAP TOP  
193-0446

*Black is the new black,  
Choose black to mix with  
everything a wear it*

*forever*



ARIEL BLOUSE  
193-0445

A sitdown with  
**RACHAEL HYDE**



The model and body activist Rachel Suzanne Hyde has shoot for ZOEY several times now. We had a sit down with her a our latest photoshoot and talked about her job and what inspires her.

"The plus curve industry is continuously getting more and more exciting, pushing fashion boundaries and getting more diverse than it has ever been.

I love being part of the movement and my personal journey has been exciting, rewarding, eye opening and inspiring. The reason I do my job is to encourage people to accept their body shapes whatever size they are and for them to believe in themselves and celebrate there individually.

Growing up is it so easy to have doubt about the way you look especially in a world where we are always looking at Instagram and what we think is so called Perfect. The truth is - perfect does not exist. I always say take Instagram with a pinch of salt and never compare yourself with anyone you see on there! Live in the moment and don't spend to much time on there.

Representing curvy girls is something I am very proud of and it has become a passion of mine. I don't just see myself as a fashion model but someone who can help other people accept their bodies.

I love to see all different people coming together and showing diversity within fashion and all different shapes and sizes. So many brands are now achieving this and it is wonderful to see. ZOEY is a brand that is modern, fresh and exciting and constantly pushing the boundaries. I love the family feel behind the brand and how personal it is.

The people who work for ZOEY have welcomed me with open arms and I adore working for them. The future is exciting and who knows what the next chapter has in store!"





ESTHER JACKET



ALINA BLOUSE



MACKENZIE BUMBAG

*Let's go on an*  
**URBAN SAFARI**



ALINA DRESS



BRIANNA PANTS



ALEXIS TUNIC



*Let's go on a*

# URBAN SAFARI











# BACKSTAGE

## Of the photo shoot

For the photoshoots in this magazine we went to the top of our hometown Randers, on top of Sparinvest Huset, which is overlooking the fjord, the city and the wilderness.

Accompanied by the beautiful Rachel and with a great team including photographer Helle Thormann, make-up artist Kenneth Adelhardt and videographer Magnus Vinther we shot all the gorgeous pictures in this magazine.



*The hair & make-up artist Kenneth is preparing Rachel for an all day shoot.*



*The whole team in action! Everyone has a part to play and all hands are needed. Especially to eat the two BIG boxes of candy we always bring to the set.*



*Magnus is filming Rachel for the seasonal fashion & Behind the Scenes movies. He is working around the rest of us, shooting when we least expect it.*



*Trine Vinther is a perfectionist and want all the details to fit. Here she is making sure the sleeves are just right.*



*A huge Thank you to Spar Invest Huset for letting us unto the roof. Look at the view we had all day! Helle almost couldn't help shooting in that direction.*



*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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