

BRAND PROFILE

Soft Gallery creates poetic clothing and novelties with a deeper meaning. Soft Gallery seeks to stimulate and uncover creativity through clothing and to inspire our artistic sides.

Each collection is a living gallery –a gallery on fabric. We combine art and clothing in collaboration with artists from around the world.

Every season Soft Gallery will commission a refined selection of visual artists, who's individual and distinctive talents will be featured in the collections as prints and hand embroideries.

The idea behind Soft Gallery emerged from a deep-felt interest in art and creative talents and the idea of sharing artistic thoughts and works with clothing as the canvas.

Soft Gallery has become a simply unique and innovative clothing label that has increased its collections continuously since established in 2007, in Copenhagen, Denmark, by Tine Holt Møller and Barbara Hvidt.

Soft Gallery supports Danish Indian Childcare when selling clothes produced in India. All pieces made in India are recognized by a special hangtag.

About Tine Holt Møller

Tine is 39 years old and has two kids Ida 6 years and Norman 9 years. She graduated with a master from Royal College of Art women's fashion in 2000. Tine has worked for various design companies including: Mila Schön, Kenzo Ki and Brunns Bazaar.

About Barbara Hvidt

Barbara is 37 Years old and has two kids, Nola 6 years and Siggie 8 years. She graduated from London College Of Fashion in 2001, with majors in Photography & Styling. Barbara lived and worked in London for 10 years within fashion, music videos and commercials. And when time allows it Barbara is part of a directing/ photography duo with her partner in life.

Barbara and Tine met in London, during their first years of our studies. As Barbara photographed Tine's master degree collection from Royal College of Art during her own studies at London College of Fashion, the beginning of a close creative friendship and partnership took shape.

Soft Gallery can be found in the following countries:

USA, Australia, Japan, China, Korea, Brazil, France, Holland, Belgium, Switzerland, Austria, Germany, Greece, Italy, Poland, Russia, Saudi Arabia, Spain, Finland, Ireland, Denmark, Norway, Sweden & United Kingdom.