

soft gallery

The Scene

AW 2015

“ The world fascinates me ”

Andy Warhol

The streets are yours to live and flourish in. Be brave and be curious. Make new discoveries. Express yourself and inspire those around you. “The Scene” is your street and the street is your road. Embrace it!

The Soft Gallery AW15 Collection “The Scene” is all about living with your eyes wide open. It's about engaging in life. About seeing, feeling and living it all.

Barbara Hvidt and Tine Holt Møller, the creative minds behind Soft Gallery, have worked with a group of artists and created this season's lovely, wild and intriguing soft galleries. Inspired by the raw immediateness of the street – the art, the music, the dancing, the fashion, the people – the collection celebrates individuality, personality and difference: Punks, graffiti painters and hipsters.

Mix and match. Create and combine. Make your own story. Be free. Be true. Be you.

The city's animals creep and crawl. Birds, cats and poodles mingle with dressed up figures, roller girls and classic New York City hot dogs.

Prints and embroideries, customized and sequined sweats. Small hand embroidered hearts and iron-on patches. Letters and tags: 'speak softly', 'the scene' and 'SG'.

Spray paint, splash paint and dip dye bring *spontaneity*. Structured weaves and quilts create classic silhouettes and soft shapes. Sporty inserts and abstract graphics are tailored and bohemian. Loopy knit sweat, viscose jersey and lightweight cotton *comfortable and easy*.

Soft unisex flannel and dip dye denim will keep you warm; colours, crystals and sequins shiny and bright.

Vintage winter flower prints, big hand painted dots and rose coloured clouds bring light. Blurry paint, static stone print, hand painted diamonds and sprayed on leopard *dots* cheer you on.

This season Soft Gallery also introduces luxurious suede styles and stylish satin dresses with hand brushed stripes for the girls, cool thermo wear and bomber jackets.

Enjoy. And stay warm!

Love,

Soft Gallery

The Scene

Soft Gallery A/W 2015

- was created together with the following 19 amazing artists:

Kitt Stuart Schwenn, Denmark
Katy Smail, Scotland
Pretty little thieves, USA
Julia Pott, England
Louise Overgaard, Denmark
Mia Overgaard, Denmark
Kareena Zerefos, Australia
Natalia Sanabria, Costa Rica
Marie Lisborg, Denmark
Sarah Becker, Denmark
Tilde Bjerregaard, Denmark
Kristina Trautner, Denmark
Kristine Mandsberg, Denmark
Balázs Solti, Hungary
Robert Farkas, Hungary
Sine Jensen, Denmark
Malene Hvidt, Denmark
Pascaline Floch, Californien
Laura Bolle, USA