



PRESS RELEASE

B Y G R O T H



BY GROTH SS10 COLLECTION:

GLOBAL IDENTITY – embrace the world

Urban Simplicity, Adventure Living, Exotic Feeling. Those are the markers of the Spring Summer collection 2010 from the Danish fashion brand By Groth who chooses to face the current challenges of the world with a collection that celebrates global trends and lifestyles.

In times of trouble, we tend to withdraw, to hide – and wait till it is all over. The world is indeed in times of trouble now, but life should be just as vibrant, and we all need to be proactive and open ourselves towards new possibilities. That is the key message from By Groth, who has dedicated the Spring Summer Collection 2010 to “Global Identity”.

The Spring Summer Collection 2010 consists of three lines, which will be launched in stores in January, February and March respectively.

Urban Simplicity – simple, strong, graphic

Representing the transition from winter to spring, Urban Simplicity is designed as the “season cross over” line that

combines heavy knit wear with transparent materials and strong colours such as blue and cerise. The inspiration from Japanese simplicity shows in the sharp, clean and graphic silhouettes that are combined with defined drapes – voluminous, yet simple! Look out for harem pants in silk fabrics, dresses with unexpected details and wood carving prints.

Adventure Living – nature, leaves and leather

Karen Blixen would have loved in this line that takes us to the African continent, to desert landscapes and safari environments. Adventure Living includes soft leather styles, delicate silk designs and hand drawn leaf prints in orange. New silhouettes are presented in the shape of a jumpsuit, a shirt frilled dress and a short jacket.

Exotic Feeling – sun, party vibes and flower prints

It is time to party Miami Style! Bright colours, white and orange, comfortable fits and flower prints invite you to enjoy the summer, whether it is on a boat, on the beach or in the big city. This line guarantees an exotic feeling – especially

with the highlight of the line: Berber silk pants with large prints.

Showpieces and basic collection

As always, the By Groth Collection is supplemented by BYG – By Groth’s basic line. This year, BYG supports the three main lines of the collection by implementing the main colour from Urban Simplicity, Adventure Living and Exotic Feeling in the BYG styles.

This season, By Groth also presents two extravagant show pieces that truly express the essence of the two deliveries. Adventure Living is highlighted through an original leather neckpiece, whereas Exotic Feeling manifests itself in a playful, braided bolero jacket.

[BYG] BY GROTH



The By Groth SS10 Collection will be available in 200 stores worldwide from late January 2010.

Press material is available at www.bygroth.com

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