At the recent Premium show in Berlin, Danish brand Selected unveiled the first looks from its new label, Selected People, a 100% eco-friendly, co-ed label with a premium positioning.

“We chose what we believe are the best suppliers in each product category. The majority of them are located in Europe. The label refers to ‘People’ so as not to be restricted in gender terms,” said Rafal Kucharek Damgaard, International Sales Director of Selected Homme and Femme. “There is a genuine synergy between the men’s and women’s lines, which share the same fabrics, prints and colour palette. A dedicated team of designers will work specifically for this label, which will have a more exclusive distribution than Selected Homme and Femme,” he added.

Selected People is owned by Danish fashion group Bestseller, and its products are made using innovative, recycled biological fibres like Lyocell, Modal and Cupro. The style is Nordic contemporary, with daring, colourful prints matched with clean lines and subtle, elaborate details, and a muted colour palette of light grey, sky blue, blue-grey, greige, sea green and salmon pink.

Besides the fibres, also the accessories are sustainably sourced, with recycled yarns and nut-based buttons. Selected People’s men’s shirts and women’s dresses feature exclusive prints designed in collaboration with London department store Liberty. A collarless men’s shirt in blue and grey cotton patchwork has a women’s counterpart in a shirt dress in the same fabric.

Retail prices are on average about double the recommended prices for Selected Homme and Selected Femme. Shirts sell for between €100 and €120 as opposed to between €50 and €70 for Selected Homme, and trousers for
between €130 and €170 compared to between €59 and €69 for Selected Homme. Selected People will be introduced in a few weeks also at trade shows in New York and Las Vegas. In the 2016-17 financial year, Danish group Bestseller, which is very active on international markets, grew its revenue by 3%, reaching €3.15 billion.

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