

A close-up photograph of a woman with voluminous, curly dark hair. She is wearing a sleeveless halter top with a complex, geometric pattern in shades of brown, tan, and black. She is leaning her head against a thick, light-colored bamboo pole. The background is a blurred, warm-toned wall, possibly made of woven reeds or bamboo. The overall mood is warm and summery.

HIGH SUMMER
2024

NÜ
DENMARK

HIGH SUMMER 24

ESCAPE THE ORDINARY

Introducing NÜ High Summer 2024 entitled Escape The Ordinary.

This season is a tribute to high summer and all the slow, seasonal joys it brings. Sienna sunsets. Hazy afternoons that roll into evening hangs. Unforgettable trips to tropical climes; imagine golden Bali beaches and crystal ocean waves. Interpreted through soft textures and hand-crafted prints, the collection is a sensorial collage of fabrics — think washed denim, silk, breezy cotton and macramé. Draped silhouettes capture the relaxed mood of the season, while bold stripes and block prints pull focus within a neutral palette. Embrace a slower pace of life in separates designed with versatility and transitional dressing in mind.

This is High Summer 2024. Feminine. Raw. Sophisticated.

Enjoy the season.

FEMININE/RAW/SOPHISTICATED

















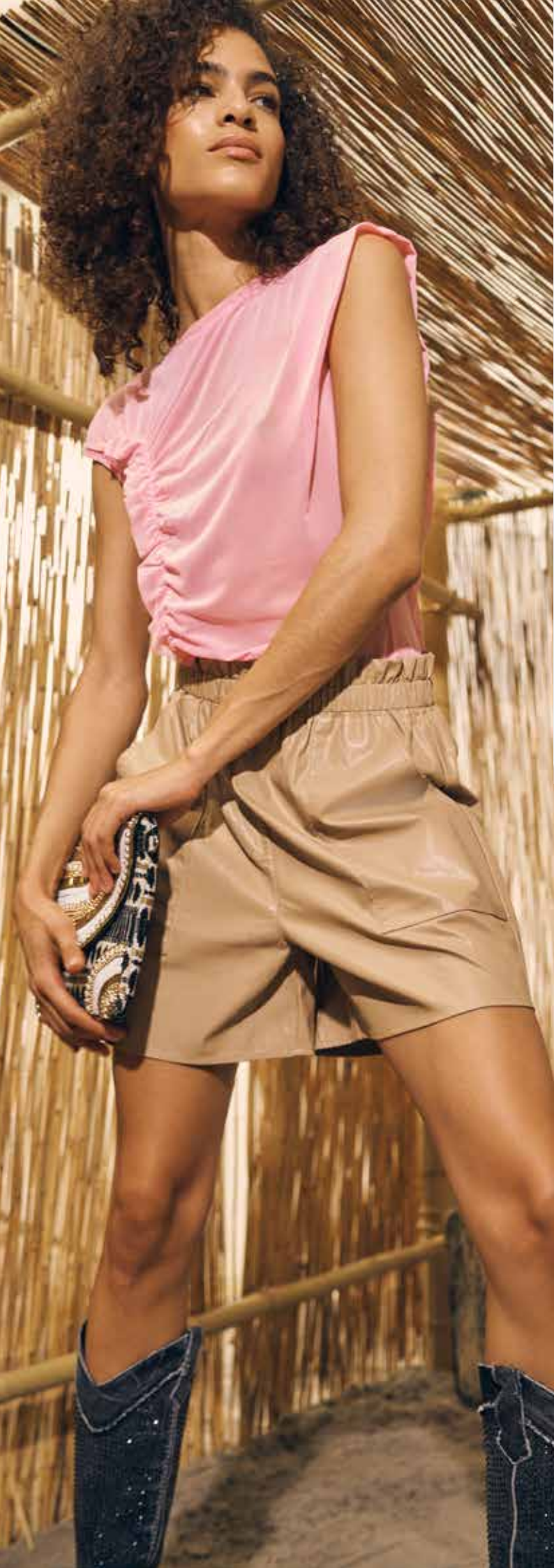






















ESCAPE THE



ORDINARY



MEET THE TIE-DYE DRESSES OF THE SEASON





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THE TIE-DYE
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Available in a maxi length, each style comes in four different colour ways - coral pink, sand and black, black and crème and peach and mocha. Imagined with a classic tie-dye print that captures those tropical beach vibes, both styles are wardrobe staples thanks to their endless versatility. Dress for the beach with sliders and little else, or transition through the seasons with a blazer and boots ensemble.

















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