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2024  
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**NÜ**  
DENMARK





AUTUMN / WINTER 2024

# I N T R O D U C T I O N

**Introducing Autumn Winter 2024, our tribute to music and movement**

This season, we follow a day in the life of our muse, told through a soundtrack of everyday moments and memories.

Whether walking to work, switching off or dressing to impress in a party piece with serious show-stopping appeal, every chapter of her day (and night) is brought to life by the sounds that surround her.

During her downtime, she pauses to recharge, accompanied by peaceful, quiet tones that encourage mindfulness and reflection. Every moment conjures its own musical theme. From desk to dancefloor, music is the constant that carries her and captures her spirit and soul.

Join us as we enjoy her soundtrack to the city. .

This is AW24  
Feminine. Raw. Sophisticated.

*Enjoy the season*



JANNIE LYMANN  
*Designer/Founder*







# C O N T E N T S

AUTUMN / WINTER 2024

INTRODUCTION . . . . .	2	FASHION WAY . . . . .	38
TABLE OF CONTENTS . . . . .	5	CAPSULE 4. . . . .	40
CAPSULE 1. . . . .	6	THREE TYPES OF TAPAS . . . . .	50
CAPSULE 2. . . . .	16	COLLECTION OVERVIEW. . . . .	52
DESIGNERS FEELINGS . . . . .	24	FOLLOW NÜ ON SOCIAL MEDIA. . . . .	54
MIDNIGHT CITRUS BLISS COCKTAIL . . . . .	26	BEHIND THE SCENES . . . . .	56
7 DAYS IN 7 WAYS . . . . .	30	NÜ - AROUND THE WORLD . . . . .	58
CAPSULE 3. . . . .	32		





# CAPSULE 1

NEW SEASON, NEW YOU





This season, we draw inspiration from the palettes of the ocean and the sky; from soft, pillowy clouds to the stone grey of a stormy sea, this colour theme reconnects us to our landscapes and coastlines. Interpreted into our wardrobe through light denim, muted crème and flashes of metallic silver, we encourage you to find wonder in the many shades of grey.



DELIVERY JULY/AUGUST











SHE COMMANDS THE ROOM IN SEPARATES MADE FOR WORK (AND PLAY)









# LOSE YOURSELF

HER WEEKEND STROLL CALLS FOR ELEGANT BASICS, COSY LAYERS AND THE PERFECT PLAYLIST...













# CAPSULE 2

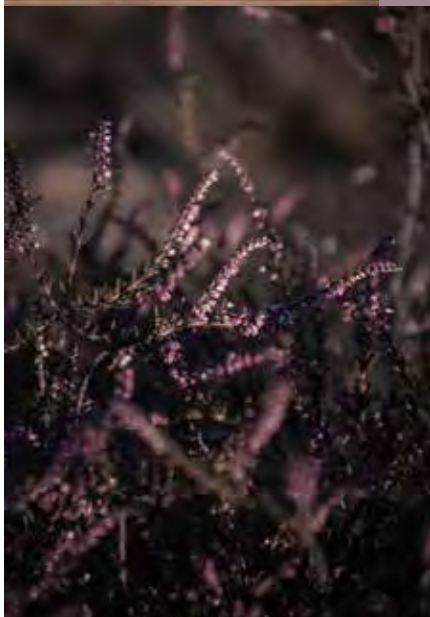
NEW SEASON, NEW YOU







Starlit nights and frosty mornings are captured in colours that evoke the rich fruits of the season. Think dark plum and deep blackberry translated into an intoxicating palette of heady violet and smoky brown. The perfect choice for after-dark adventures that feel glamorous and sophisticated, these irresistible shades are tempered with soft notes of crème for everyday wear.



DELIVERY JULY/AUGUST

















# PLAY IT FLOOR

SHE DANCES THE NIGHT AWAY IN A DRESS MADE FOR THE DANCEFLOOR.







# AFTER DARK

SHE MAKES AN ENTRANCE IN HEAD-TURNING PARTY PIECES.

# DESIGNERS *feelings*



AUTUMN / WINTER 2024

EXPLORE OUR CURATED EDIT OF  
AUTUMN/WINTER'S MOST  
COVETABLE PIECES.  
FROM RELAXED UTILITARIAN  
SILHOUETTES TO STRIKING METALLICS  
AND TEXTURED LAYERS, THESE ARE OUR  
TOP PICKS FOR THE SEASON AHEAD.





# Midnight Citrus Bliss cocktail







## INGREDIENTS

- 3 cl Malfy Gin infused with activated charcoal
- 2 cl Limoncello
- 2.5 cl Fresh lemon juice
- 1.5 cl Vanilla and tonka syrup

All ingredients are shaken with plenty of ice and strainers. The cocktail is topped with soft citrus meringue

### Vanilla and tonka syrup:

500 g of sugar  
250 g of water  
1 vanilla pod  
1 tonka bean, grated

### Vanilla beans split:

Vanilla pod and vanilla bean are put in a pot together with the remaining ingredients. Boil until the sugar has dissolved and strain the liquid.

### Soft citrus meringue:

30 cl Egg whites  
10 cl Vanilla and tonka syrup  
5 cl Fresh lemon juice

Pour into a siphon bottle  
Can alternatively be whipped by hand



*Karsten Sommer,  
Chef at NÜ HQ*







# HIT PAUSE

A MOMENT TO RELAX INTO A SLOWER PACE WITH EFFORTLESS OFF-DUTY SEPARATES.

M O N D A Y

EMBRACE A MORE SUSTAINABLE FUTURE WITH OUR EDIT OF  
WARDROBE STAPLES DESIGNED TO BE MIXED AND MATCHED.



7 days in 7 ways -  
stylish fusion of elements

7

BE YOUR  
MODERN FEMME FATALE  
BY MIXING  
**7 PIECES  
OF CLOTHING**  
AND GET 7  
DIFFERENT LOOKS  
FOR ALL 7 DAYS  
OF THE WEEK.



T U E S D A Y



W E D N E S D A Y

T H U R S D A Y



S A T U R D A Y



F R I D A Y

S U N D A Y



VIVA TROUSERS  
8122-10



VALA VEST  
8147-33



VERENA BIKERJACKET  
8156-35



VIGGA TEE FEATHER  
8103-54



VIRNA VEST KNIT  
8140-33



VIOLA DRESS  
8105-23



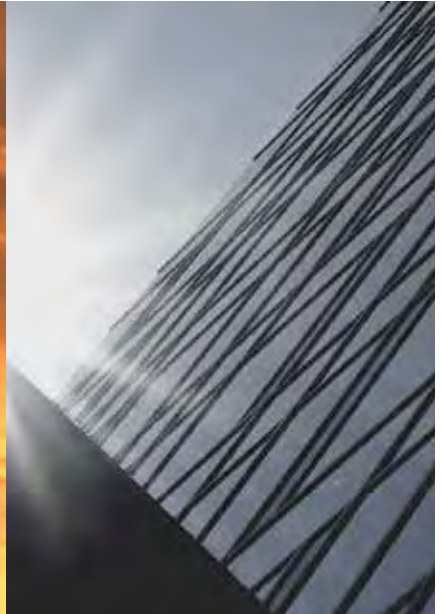
VIDA BLOUSE  
8145-50

# C A P S U L E 3

NEW SEASON, NEW YOU







Festive occasions and joyful celebrations demand the most glorious shades of regal gold, ochre and classic black. Whether dressed up or dressed down, this palette signals the transformation of the seasons, echoing the burnt yellow of fallen leaves and gilded by the winter sun. In our wardrobes, it translates as earthy shades brought to life with metallics and indigo blue.



DELIVERY AUGUST/SEPTEMBER

















# TURNUPTHEVOLUME

A GIG WITH FRIENDS CALLS FOR STUNNING SEPARATES TO SUIT THE SOUNDTRACK.



# FASHION





WAY  
WAY



# CAPSULE 4

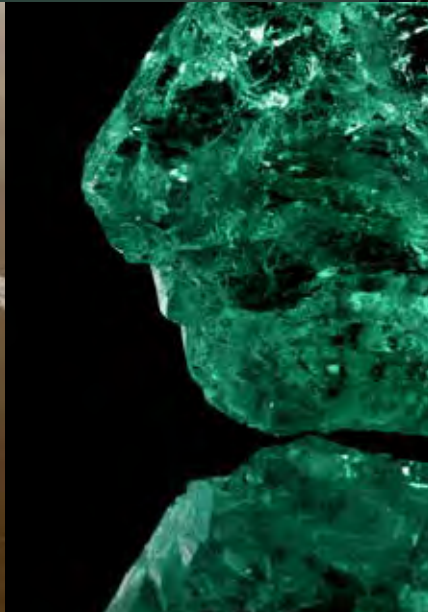
NEW SEASON, NEW YOU







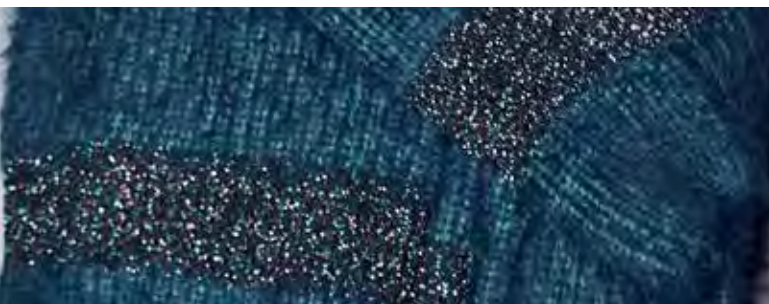
From deep bottle green to festive emerald, this palette celebrates the most verdant shades of green, inspired by the season's backdrop; shining holly leaves, mistletoe sprigs and perfectly-trimmed trees. Muted tones of sand, crème and black offer a versatile base palette to adorn with colour. Whether destined for a party dress, cosy knit or tailored coat, these hues capture all the abundant joy of the most wonderful time of the year.



DELIVERY AUGUST/SEPTEMBER























# THE TEMPO SLOWS

AS NIGHT DRAWS IN, SHE WINDS DOWN IN OFF-DUTY SEPARATES MADE FOR MOMENTS OF QUIET.









# Cheddar chips with tomato salsa

## INGREDIENTS

- 150 g Grated cheddar cheese
- 200 g Cherry tomatoes
- 1 Bunch spring onions
- 1 Red chilli
- 1 Clove of garlic
- 200 g Burrata
- Handful of watercress

## HOW TO

Turn on the oven at 200 degrees. Arrange 20 circles of cheddar cheese on a baking tray. Bake for 8 minutes or until golden. Leave to cool. Finely chop the tomato, spring onion, chilli and garlic and mix together. Arrange cheddar chips, add a spoonful of tomato salsa. Top with burrata and watercress.







Karsten Sommer,  
Chef at NÜ HQ

## Pasta chips with tartare

### INGREDIENTS

- 100 g Fresh lasagna sheets
- 50 g Butter
- 50 g Potato chips
- 50 g Pickled red onions
- 300 g Beef inner thigh
- 20 g Capers
- 1 Egg yolk
- 50 g Shallots
- A little olive oil
- 1 tsp Dijon mustard
- 1/2 tsp Salt flakes

### HOW TO

Turn on the oven at 200 degrees. Melt butter, cut lasagna sheets into approx. 5x5 cm pieces. Toss them in butter and spread on a baking tray, sprinkle lightly with salt. Bake for 8 minutes or until lightly golden. Cool off. Scrape or finely chop beef inner thigh, finely chop capers, finely chop shallots. Mix meat with capers, onion, mustard, egg yolk, a little olive oil and salt. Arrange lasagna sheets and place a spoonful of tartare on top of each. Sprinkle with crushed potato chips and place one or two pickled onion slices on top.

## Parmesan chips with salmon cream 20 pcs.

### INGREDIENTS

- 150 g Finely grated parmesan
- 250 g Cold smoked salmon
- 100 g 38% sour cream
- 30 g of good mayonnaise
- Salt and pepper
- Pinch of sugar
- 1 tbsp Lemon juice
- A little chopped dill
- 20 Sprigs of dill
- Quails eggs

### HOW TO

Turn on the oven at 200 degrees. Make 20 circles of the grated parmesan on a baking tray and place in the hot oven for 8 minutes or until golden. Cool off. Boil quail eggs for 3 1/2 minutes, peel and halve. Chop salmon into small pieces, mix with sour cream, mayonnaise, sugar, lemon juice and a little chopped dill. Season to taste with salt and pepper. Arrange parmesan chips, fill with a spoonful of salmon cream and half a quail's egg on top. Garnish with dill.





8142-35: VITA JACKET  
8110-10: VALINA TROUSERS



8105-40: VIOLA SHIRT  
8116-10: VIOL TROUSERS  
8163-85: VIVIANA BELTBAG



8111-18: VANIKA JUMPSUIT  
8117-23: VAYA DRESS  
8163-85: VIVIANA BELTBAG



8111-60: VANIKA BLOUSE  
8106-10: VILMA TROUSERS  
8163-86: VIVIANA BELTBAG



8109-23: VIRA DRESS  
8156-35: VERENA BIKERJACKET



8121-23: VELMA DRESS  
8163-86: VIVIANA BELTBAG



8143-50: VILNA BLOUSE/PONCHO KNIT  
8156-35: VERENA BIKERJACKET  
8142-10: VITA TROUSERS



8119-46: VANIA TOP  
8119-20: VANIA SKIRT



8142-35: VITA JACKET  
8140-33: VIRNA VEST KNIT  
8110-10: VALINA TROUSERS



8117-35: VAYA JACKET  
8140-33: VIRNA VEST KNIT  
8117-10: VAYA TROUSERS



8119-46: VANIA TOP  
8111-35: VANIKA BLAZER  
8121-20: VELMA SKIRT



8111-23: VANIKA DRESS



8122-50: VIVA BLOUSE SUSTAINABLE  
8122-10: VIVA TROUSERS SUSTAINABLE



8122-35: VIVA JACKET SUSTAINABLE  
8112-26: VANINA TUNIC



8122-46: VIVA TOP SUSTAINABLE  
8108-35: VIORA JACKET  
8131-11: VILDA TROUSERS



8132-35: VESTA BOMBER JACKET  
8161-24: VANILLA DRESS



8140-50: VIRNA BLOUSE KNIT  
8163-86: VIVIANA BELTBAG  
8110-10: VALINA TROUSERS



8161-26: VANILLA TUNIC DRESS  
8147-33: VALA VEST  
8163-85: VIVIANA BELTBAG



8130-23: VIBEKE DRESS



8142-46: VITA TOP  
8119-10: VANIA TROUSERS



8110-46: VALINA TUNIC



8126-50: VIANNA SWEAT BLOUSE  
8161-23: VANILLA DRESS LONG  
8163-85: VIVIANA BELTBAG



8108-35: VIORA JACKET  
8140-33: VIRNA VEST KNIT  
8131-11: VILDA TROUSERS



8153-23: VENYA DRESS  
8147-35: VALA JACKET



8108-35: VIORA JACKET  
8140-33: VIRNA VEST KNIT  
8110-10: VALINA TROUSERS  
8163-85: VIVIANA BELTBAG





8158-33: VIOLET VEST  
8138-50: VINCA BLOUSE KNIT  
8149-10: VINA TROUSERS



8154-40: VERONICA SHIRT  
8120-12: VENIA TROUSERS



8149-35: VINA JACKET  
8138-50: VINCA BLOUSE KNIT  
8163-85: VIVIANA BELTBAG



8154-50: VERONICA TOP  
7376-19: MILJA LEGGINGS



8127-35: VILIA JACKET SUSTAINABLE  
8110-40: VALINA TOP  
8146-10: VANEA JEANS



8154-50: VERONICA TOP  
8110-23: VALINA DRESS  
8110-10: VALINA TROUSERS



8123-40: VIAJA SHIRT  
8123-10: VIAJA TROUSERS  
8163-85: VIVIANA BELTBAG



8148-35: VIAN JACKET  
8113-10: VERONA TROUSERS



8148-40: VIAN SHIRT  
8113-23: VERONA DRESS  
8163-85: VIVIANA BELTBAG



8162-35: VALBORG BLAZER  
8162-10: VALBORG TROUSERS



8138-50: VINCA BLOUSE KNIT



8100-35: VENCA BLAZER



8155-35: VONNE JACKET  
8127-23: VILIA DRESS SUSTAINABLE



8139-50: VIPSE BLOUSE KNIT



8127-40: VILIA BLOUSE SUSTAINABLE  
8127-10: VILIA TROUSERS SUSTAINABLE  
8163-85: VIVIANA BELTBAG



8148-40: VIAN SHIRT  
8125-10: VIVIAN TROUSERS ORGANIC



8134-50: VENJA BLOUSE KNIT



8125-35: VIVIAN BLAZER ORGANIC  
8139-50: VIPSE BLOUSE KNIT



8134-35: VENJA JACKET KNIT  
8124-50: VANJA BLOUSE L/S RECYCLED  
8113-20: VERONA SKIRT



8150-42: VINJA WRAP CARDIGAN  
RECYCLED  
8148-20: VIAN SKIRT



8120-23: VENIA DRESS



8123-35: VIAJA BLAZER  
8123-10: VIAJA TROUSERS



8138-60: VINCA BLOUSE LONG KNIT  
8155-33: VONNE VEST  
8149-19: VINA LEGGINGS



8109-40: VIRA SHIRT  
8163-86: VIVIANA BELTBAG



8100-36: VENCA JACKET SHORT  
8154-23: VERONICA DRESS



GET INSPIRED

# Follow NÜ on SOCIAL MEDIA

Follow us on Social Media for updates from the world of NÜ.  
Go behind the scenes and discover our latest collections.

*We look forward to welcoming you.*



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[WWW.NU-DENMARK.COM](https://www.nu-denmark.com)









# Behind the Scenes

## A DAY ON LOCATION

*We were lucky enough to shoot our AW24 campaign at Hotel Randers in Randers.*

*A historical but modern hotel was the perfect setting for our campaign. Hotel Randers invites you into its charming, historical interior. From the moment you come through their revolving door and enter their reception, you will experience a uniquely personal service.*

*Hotel Randers was built in 1856 and has 84 rooms, among these several Exclusive and Antique. They were all renovated in 2016, so alongside the hotel's history as one of the first provincial hotels, you will experience classic surroundings with modern facilities that earn the hotel's 4 stars.*





*Behind  
the  
Scenes*









AROUND THE WORLD  
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