

# MSCH COPENHAGEN UNVEILS AN EXCITING COLLABORATION WITH DANISH INFLUENCER AND MODEL CECILIE HAUGAARD

CAMPAIGN PHOTOS SHOT BY HELENA CHRISTENSEN



PRESS PHOTOS SHOT BY PETRA KLEIS

Introducing their Winter 2023 collection and campaign shot by renowned photographer and supermodel Helena Christensen.

The campaign aims to highlight the timeless elegance and minimalist aesthetics of Scandinavian design. The collection reflects MSCH Copenhagen's commitment to sustainability, offering classic and clean silhouettes that can be worn beyond the 2023 season. This collaboration merges Haugaard's sleek personal style with the brand's feminine design ethos, resulting in a collection that exudes both quality and simplicity.

Camilla Dessau Arp, Marketing Manager at MSCH Copenhagen says "We are proud to see our brand coming together with Cecilie and Helena, to celebrate Scandinavian talent and create fashion that stands the test of time."

"Each piece has been meticulously selected, ensuring that only the finest garments make it to your wardrobe.

From timeless silhouettes to exquisite detailing, every element of the collection embodies elegance and sophistication. Our carefully curated pieces offer the perfect ensemble for any occasion, and I hope you will wear it for years to come. Helena Christensen's unique eye and years of experience as a model working with the very best has brought our collection to life in a captivating and intimate way. I am truly honoured to be part of this collaboration and feel blessed to work with such great people." – Cecilie Haugaard

"I've known Cecilie for a while and we had great instant chemistry, so I was excited to work with her on this project alongside the rest of the talented team. The collection is effortless and cool with a simple yet distinct Scandinavian touch. The knitted blouses were particularly noteworthy, I've been living in them since the shoot." – Helena Christensen

CECILIE HAUGAARD

MSCH  
COPENHAGEN