



A U T U M N / W I N T E R

THE 2023 COLLECTION

NÜ

DENMARK

AUTUMN / WINTER 2023

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

## Introducing the AW23 collection from NÜ entitled Sculptural Elements

This season explores shape and form found in nature. Tracing line and silhouette, both organic and manmade, this season is inspired by the natural world, calling on the sculptural motifs that exist in our environments. Interpreted through evocative prints and earthy hues, the collection is a textural college exploring everything from knits and denim to jacquard and leather. Taking our lead from our collection theme, Sculptural Elements, our signature painterly prints come to life on fluid fabrics, the perfect contrast to this season's more structured shapes. This season we have collaborated with two artists, Liné Ringtved Thordarson and Louise Gaarmann, to create bespoke prints inspired by their work.

This is AW23. Feminine. Raw. Sophisticated.

*Enjoy the season*

WITH NÜ FEELINGS



JANNIE LYMANN  
*Designer/Founder*





2023

Celebrating  
individuality

AUTUMN  
WINTER 2023







# C O N T E N T S

AUTUMN / WINTER 2023

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# C A P S U L E 1

NEW SEASON, NEW YOU

Temperatures rise with a romantic palette of rose and nude, evoking a wine-coloured sky on a late summer evening. Hot orange adds a burst of excitement

AUTUMN / WINTER 2023



DELIVERY JULY/AUGUST























# C A P S U L E 2

NEW SEASON, NEW YOU

Soothing camel and sand the perfect canvas for bold leopard print and abstract florals, grounded by classic matt black and grey.

AUTUMN / WINTER 2023



DELIVERY JULY/AUGUST





















## P H O T O



S T R E E T

WAYS TO WEAR  
THE DENIM SHIRT

The "denim" shirt; it's a classic for a reason. An endlessly versatile wardrobe staple, this season's denim shirt is imagined in a soft, faded sand with stud press fastenings and embroidered detail to the cuffs and collar.

For a polished take on denim, layer under a textured blazer and pair with tailored pants.

When the seasons turn, embrace transitional dressing and wear open as an overshirt.



M I X











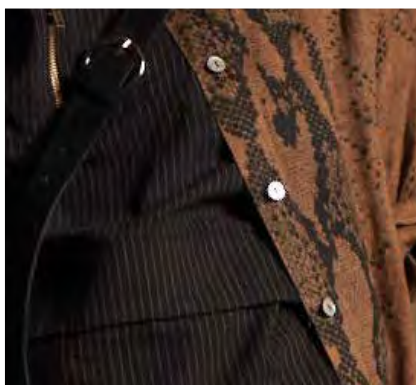








## P H O T O



S T R E E T

M I X

WAYS TO WEAR  
THE LONG SHIRT

This season we're embracing the effortless elegance of long, fluid shapes. This snakeskin printed longline linen shirt doubles as a dress, and can be styled in a multiple of ways.

Whether layered over a simple tonal trousers and top, or buttoned to the waist, this flowing shirt adds textural interest to a neutral palette.

For evening, cinch at the waist and pair with a belted jacket for an elegant, after-dark look.





# DESIGNERS *feelings*



EXPLORE OUR CURATED EDIT OF AUTUMN/WINTER'S FINEST PIECES, FROM FLOWING PLEATS IN BURNT EMBER AND UTILITARIAN SILHOUETTES IN MIST BLACK, THESE ARE OUR TOP PICKS FOR THE SEASON AHEAD





DESIGNERS  
*feelings*







# Freedom of expression

*This season, we are delighted to collaborate with Danish artist and sculptor, Liné Ringtved Thordarson.*

*Liné describes her work as 'lived life and emotions translated into form.' Largely focused on the sensuality of the female form, Thordarson's work explores eroticism, liberation and freedom of expression. As part of our AW23 collection entitled Sculptural Elements, we have collaborated on a limited edition collection inspired by her work.*





*"Each sculpture contains its own little story about life and man. The joy, the sadness, the eroticism, the anxiety, the calmness, the redemption, yes, all the feelings that are part of life."*

A graduate of the Icelandic University of the Arts in Reykjavik, Liné is a prolific creative whose passion and emotion burst forth from each of her sculptures. Marrying organic line with hard, impenetrable surfaces, her work exude erotic emotions which blossom before the audience's eyes. Exquisitely capturing the entire spectrum of human emotion, her sculptures leave a lasting impression on all those who experience them. Liné's forms start life as a welded skeleton, which she then sculpts using fibre concrete, clay, plaster or wax before being cast in bronze.

*"To me the beautiful feelings become even more beautiful in the creative process – the ugly feelings become bearable, and often, over time, beautiful in the creative process. All emotions are allowed and accepted. The sculptures are created from emotions and moods, out of me and into the material – into the sculpture. A redemptive process where my starting point is honesty to myself. The ugly honesty. The beautiful honesty. Honesty provokes anxiety. It is hard, life-affirming and one of the most beautiful things you can give others and not least yourself"*

For our AW23 Sculptural Elements collection, we were inspired by Liné's depiction of the female form. The collaboration features a limited run of garments, including a blazer detailed with an etched impression of one of Liné's sculptures. The additional pieces are directly inspired by her work, Girls With Guns. Comprised of a utilitarian jacket-dress hybrid and two slouchy t-shirts, the collection brings Liné's artwork to life through a sartorial eye.

Website: [www.linethordarson.dk](http://www.linethordarson.dk)  
Instagram: Linethordarson



*"The idea behind the Girls With Guns piece was to demystify guns and transform them into something less desirable by painting them in bright colour"*



*"The guns are positioned as weapons should be, useless, and not as a useful weapon".*

# "GIRLS WITH GUNS"



*In GIRLS WITH GUNS, these are real guns that are disassembled and also rendered useless by being partially closed inside the coarsely structured material.*





# STREET





LIFE  
LIFE





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

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



T H U R S D A Y



W E D N E S D A Y



S A T U R D A Y



F R I D A Y



S U N D A Y



ROBINA TROUSERS  
7740-10



ROKKA BLOUSE KNIT  
7776-50



RAFIA TEE L/S  
7759-50



JANE RUDI TROUSERS  
7741-10



ROBINA SHIRT  
7750-50



ROSALIL DRESS  
7729-23

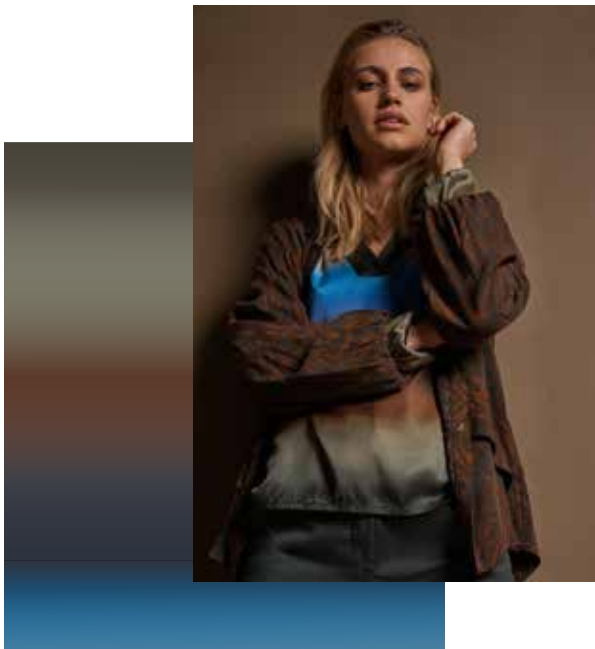
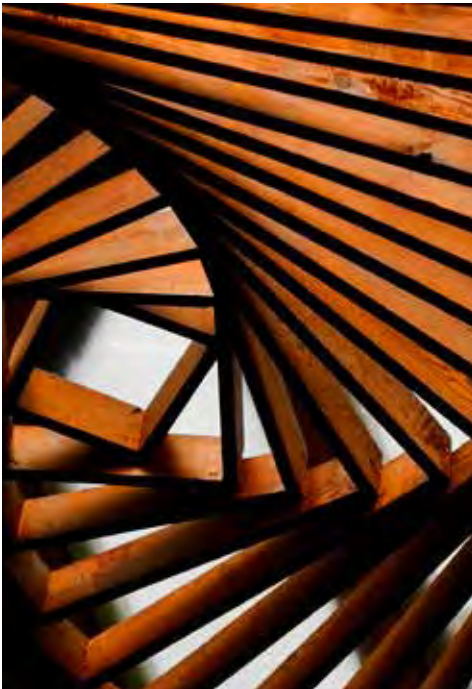


7 RICCI TOP  
733-46

# C A P S U L E 3

NEW SEASON, NEW YOU

Earthy browns and neutral hues of creme and sand cast a serene mood over the season.  
Dark bottle green and hints of harbour grey bring add textural interest.



DELIVERY AUGUST/SEPTEMBER



















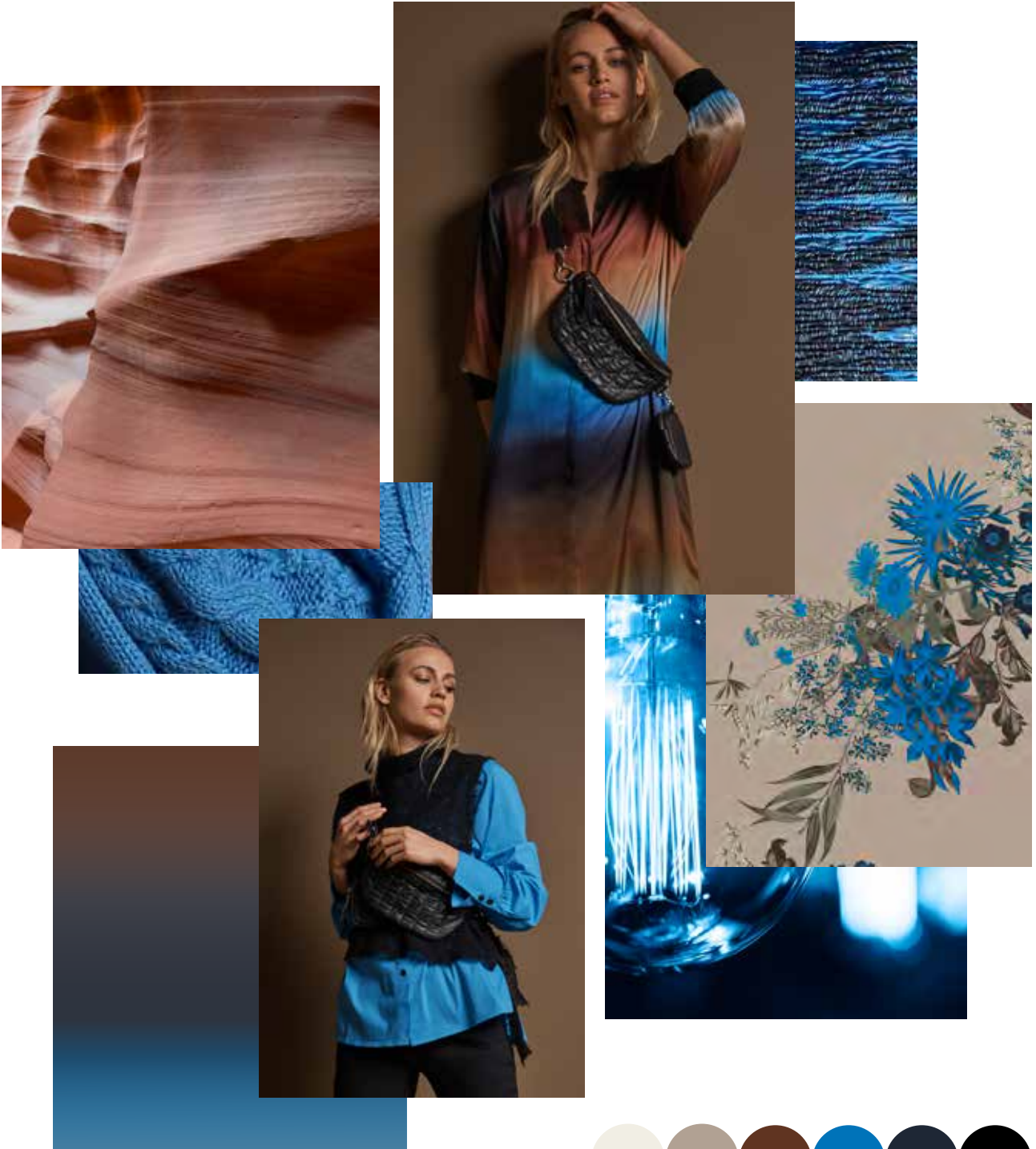


# C A P S U L E 4

NEW SEASON, NEW YOU

Captured all the shades of an ocean scene, with soft sand accented by enchanting electric blue waves. Warming toffee brown softens to creme, brought to life by rich navy and denim.

AUTUMN / WINTER 2023



DELIVERY AUGUST/SEPTEMBER





















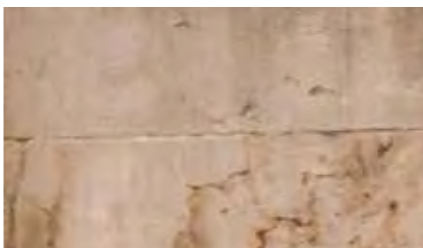








## P H O T O



S T R E E T

M I X

WAYS TO WEAR  
THE STATEMENT  
JACKET

A statement jacket is a must for any well-equipped wardrobe. Imagined in earthy bronze tones and detailed with a geometric motif, this jacket has a boxy cut that lends itself to a range of looks.

Sling over a dress and boots for an effortless off-duty look, or layer with faux leather leggings for a polished edge.

Contrast patch pockets dial up the utilitarian aesthetic and offer the perfect opportunity to pair with matte black separates.









# For the love of ceramics

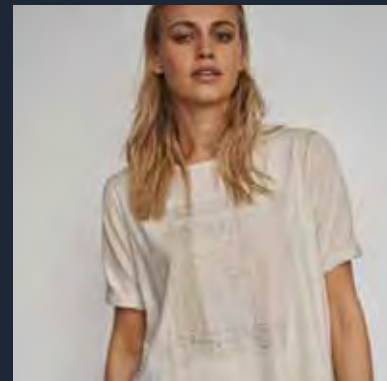
*This season, we are delighted to collaborate with Danish ceramicist Louise Gaarmann.*

*Louise set up her eponymous studio in 2002 after graduating from The Danish Design School in 2002. Her work expresses her deep love of her craft, imagined as short series that tell stories of everyday life. As part of our AW23 collection entitled *Sculptural Elements*, we have collaborated on a limited edition collection of t-shirts inspired by her work.*

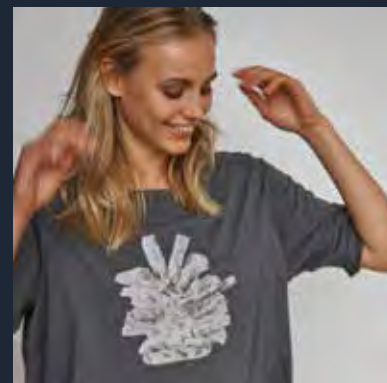
Louise Gaarmann's work is an ode to her craft; a love letter to ceramics. Her love of clay journeys from the physical touch of the material, to her explorative firing

methods and chemical glazing. Within her pieces, small cracks reveal a thread of a story; stories from everyday life, stories from nature and stories from childhood.





Entitled 'House Of Cards', this design is inspired by the concept of failure and success. Louise notes; 'to stack a house of cards is to build something up, only for it to collapse in a split second. Then you must start over and create something new'.



'The Power Of Nature' captures Louise's vision of the natural world, interpreted as an abstract landscape narrative. Louise notes; "Let it grow, let it go. Look up towards the sky towards the light where energy and nourishment are found".

Her revered rope motifs in 'Rope & Knots' possess a surrealistic quality, in which the rope appears to be true to form, whilst honouring the innate properties of clay. From the everyday charm of 'Baskets' to the intriguing story of 'New Landscapes', Louise's work is heavily narrative and instantly captivating.

Gaermann's exhibitions include the 2007 Biennale of Craft and Design and Maison du Danemark in Paris in 2007 and she has also participated in Charlottenborg spring exhibitions, most recently in 2014. She has received multiple grants and awards including the Arts and Craft Prize of 1870, silver medal in 2012.

Gaermann is a storyteller of sorts, writing a narrative through the ebb and flow of her ceramics. She finds most of her inspiration outside her front

door, immersed in nature, at one with Mother Earth. Louise sees nature as a cornucopia of symbols that effortlessly translate into art. Her ceramics embrace the juxtaposition of rough and smooth texture, mimicking the collage of surfaces found in the natural world.

For our AW23 Sculptural Elements collection, we were inspired by the structure and textural detail of Gaermann's work. Our exclusive collaboration features four t-shirts each detailed with a motif informed by Gaermann's vision. From 'House of Cards' to 'The Power of Nature', these conceptual images focus on form and line, from flowing, organic shapes to more geometric structures.

FOR THE LOVE  
OF CERAMICS  
LOUISE GAERMANN





7759-50: RAFIA TEE  
7729-50: ROSALIL SHIRT  
7733-46: RICCI TOP  
7733-10: RICCI TROUSERS



7701-40 REIN BLOUSE  
7784-35 RITAL JACKET  
7784-10: RITAL TROUSERS



7729-23: ROSALIL DRESS  
55-54: FOX TOP  
7729-10: ROSALIL PANTS



7739-35: RUMI JACKET



7725-40: REGINA TOP  
7735-33: RASMINE VEST  
7735-10: RASMINE SKIRT



7740-50: ROBINA SHIRT  
7740-10: ROBINA TROUSERS



7738-23: RYAN DRESS  
0985-81: RUNA BELT BAG



55-54: FOX TOP  
7740-23: ROBINA DRESS



7773-50: RAIDA BLOUSE KNIT  
7739-24: RUMI TUNIC DRESS  
0985-81: RUNA BELT BAG



7737-42: REGITTA SHIRT  
7739-24: RUMI TUNIC DRESS



7737-42: REGITTA SHIRT  
7736-10: RASMINA JEANS



7739-46: RUMI TOP  
7739-24: RUMI TUNIC DRESS  
7729-10: ROSALIL PANTS



7777-50: RUTHY BLOUSE KNIT  
7740-10: ROBINA TROUSERS



7776-60: ROKKA BLOUSE LONG KNIT  
7736-10: RASMINA JEANS



7750-50: ROBINA SHIRT  
7759-50: RAFIA TEE  
7738-11: RYAN TROUSERS  
7745-86: RONIKA BAG JAQUARD



7776-50: ROKKA BLOUSE KNIT  
7745-36: RONIKA BLAZER JAQUARD  
7701-10: REIN TROUSERS



7759-40: RAFIA SHIRT  
7738-40: RYAN SHIRT  
7738-10: RYAN TROUSERS



7745-36: RONIKA BLAZER JAQUARD  
7738-40: RYAN SHIRT  
7701-10: REIN TROUSERS



7768-23: RUNNI DRESS  
7721-35: RACHEL JACKET  
7745-86: RONIKA BAG JAQUARD



7717-35: RILLA JACKET  
7719-10: RINNA TROUSERS  
7742-40: RACHEL TUNIC  
0985-81: RUNA BELT BAG



7721-50: RACHEL BLOUSE



7740-23: ROBINA DRESS  
7718-33: RINKO VEST  
0985-81: RUNA BELT BAG



7701-40: REIN BLOUSE  
7701-10: REIN TROUSERS



7744-50: ROSITA BLOUSE  
7744-10: ROSITA TROUSERS



7733-23: RICCI DRESS





7744-23: ROSITA DRESS  
7770-40: RIONA BLOUSE MESH



7729-23: ROSALIL DRESS  
7733-46: RICCI TOP  
7733-10: RICCI TROUSERS



7723-20: RIGMOR SKIRT  
7723-46: RIGMOR TOP  
7782-23: RINDA VEST



7793-46: RUMAN TOP  
7776-52: ROKKA BLOUSE KNIT  
7756-26: RIN SHIRT DRESS  
0935-80: RUNA BELT BAG



7781-24: RICKA DRESS  
7758-33: RALIA VEST  
7728-35: ROMAN JACKET



7770-40: RIONA BLOUSE MESH  
7720-23: RIO DRESS  
7724-19: RIHANA LEGGINGS



7756-40: RIN SHIRT  
7720-35: RIO JACKET  
7793-50: RUMAN TEE  
7720-10: RIO TROUSERS



7757-40: RAVNA SHIRT  
7732-33: RILEY VEST  
7757-10: RAVNA TROUSERS



7707-33: RANDI VEST  
7757-23: RAVNA DRESS  
0935-80: RUNA BELT BAG



7732-35: RILEY BOMBER JACKET  
7770-40: RIONA BLOUSE MESH  
7784-10: RITAL TROUSERS



7758-35: RALIA JACKET  
7767-23: ROSIE DRESS RECYCLED



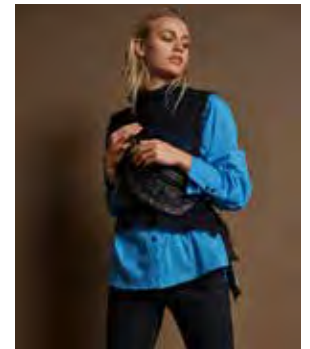
7745-35: RONIKA BLAZER SOLID  
7779-50: REI SWEAT SHORT  
7726-20: RENEE SKIRT



7781-24: RICKA DRESS  
7724-19: RIHANA LEGGINGS  
0935-80: RUNA BELT BAG



7778-50: RAMONE BLOUSE KNIT  
7724-33: RIHANA VEST



7751-40: RESMIA SHIRT  
7786-33: RABENA VEST  
0935-80: RUNA BELT BAG



7781-40: RICKA BLOUSE  
7707-33: RANDI VEST  
7707-15: RANDI SHORTS



7750-50: RIBORG BLOUSE  
7747-10: RINNIE TROUSERS  
0985-81: RUNA BELT BAG



7722-35: RAGNA JACKET  
41-13: GEO TROUSERS



7737-40: REGITTA TOP  
7792-10: RINNIE TROUSERS



7750-26: RIBORG TUNIC  
7732-33: RALEY VEST  
7757-10: RAVNA TROUSERS



7750-23: RIBORG DRESS  
7784-35: RITAL JACKET



7733-35: RICCI BLAZER  
7724-19: RIHANA LEGGINGS  
0985-81: RUNA BELT BAG



7741-35: RUDI COAT LONG  
41-13: GEO TROUSERS



7749-35: RIDA BOMBER JACKET  
7749-85: RIDA SHOPPER  
41-13: GEO TROUSERS



7739-35: RUMI JACKET  
7737-42: REGITTA SHIRT  
7729-10: ROSALIL TROUSERS

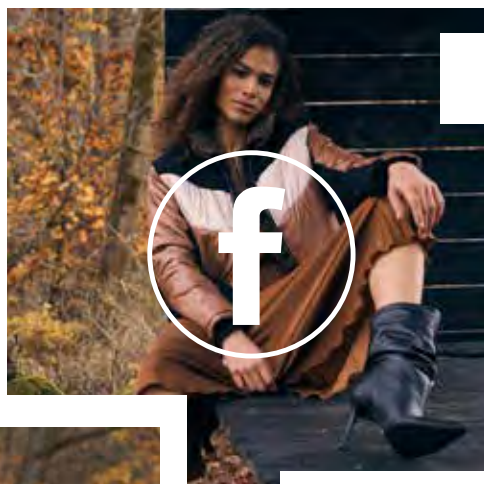


GET INSPIRED

# 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.

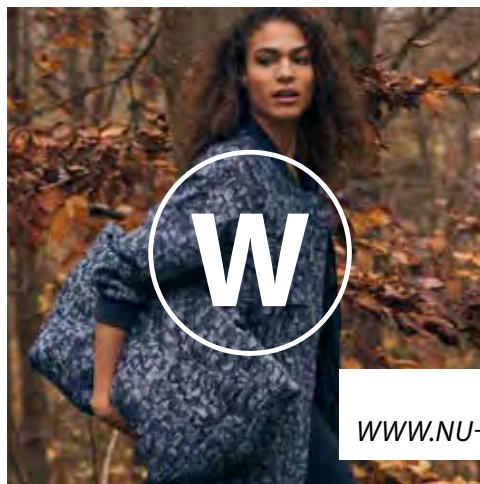
*We look forward to welcoming you.*



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# Behind the Scenes



## A DAY ON LOCATION

We were lucky enough to shoot our AW23 campaign at The Nordic Barnhouse Project. Constructed from traditional Nordic materials, this wooden house was designed by Bruno Jakobsen to seamlessly blend into the natural surroundings. Planks of cedar wood that cover the external façade will over time fade to a dull grey, creating the effect it is an organic part of the landscape. Built on 10,000m<sup>2</sup> of forest, the house features a glass orangery that connects the main house and 37m 'long house' in harmonious natural wood. This exquisite building offers a unique taste of living fully immersed in nature and served as the perfect setting to showcase our AW23 collection.

Instagram: [thenordicbarnhouseproject](https://www.instagram.com/thenordicbarnhouseproject)





# Behind The Scenes







AROUND THE WORLD

# CONTACT

The logo consists of the letters 'NÜ' in a stylized, bold font. The 'N' and 'U' are connected. Below the 'NÜ' is the word 'DENMARK' in a smaller, sans-serif font.

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