

Journal

SPRING/SUMMER 2017

Danish Summer Looks



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Design that
pays tribute
to the coveted
simplicity of
the Danish
aesthetic.

Long summer days marked by casual strolls along the beach, with an ice cream in hand—this is what Danish summer days are about. In a country made up of one peninsula and 406 islands, Denmark has more than 7,300 kilometers of superb coastline. In fact, no matter where you are in the country, you're never more than 50 kilometers from the shore. And you may be surprised to know that some of the most beautiful beaches in Europe are spread across our lands.

With such prevailing coastal scenes, it probably comes as no surprise that our designers draw much of their inspiration from the graceful seaside landscape. Simple contours and subtle hues of the coastlines inspire our 'less is more' approach. Sunny yellow, soft blue skies, cerulean seas and pink and coral sunsets influence bursts of colour that keep the collection spot on-trend for SS17.

Danish summers are typically beautiful and warm but it's no secret that they can be capricious. Tumultuous atmospheres and cooling winds can quickly change to clear skies and hot temperatures. Just as nature likes to mix things up and offer a variation for excitement, so do our designers. Diversity is evident in the range of shoes and accessories offered this season.



Classic Elegance

Trends are veering toward a softer femininity this season. Marked by lettuce-edged hemlines and gossamer chiffons combined with weather-worn hues and organic textures. The look defines a new luxury, and it craves clean, cool and sophisticated shoes and accessories for a touch of understated glamour.

ECCO JILIN Small Crossbody (9105029-90342)





Subtle Shapes

Expertly crafted - from the classic ankle straps to the slim toe - the ECCO SHAPE 65 offers an expression of simple elegance without compromising on comfort.



*Clean, cool and sophisticated – the ECCO
SHAPE 65 SLEEK sandal collection is
everything you could in a summer shoe.
Handcrafted from premium leathers, the
sandal is buttery soft to the touch and
refreshingly light to wear. Enhanced by a PU
injected sole and anatomically moulded shank,
the ECCO SHAPE 65 SLEEK is expertly crafted
to ensure all-day comfort. Neutral colourways
add a touch of understated glamour. Perfect
for all occasions and events, this sandal
is the choice for women who strive for
classic elegance on the daily.*





Mocs à la Mode

The newest moccasin on the scene in light, goat suede, gives any woman an effortlessly polished look. Keeping it soft and easy for all summer occasions.

Left to right: ECCO SUMMER Moc (357423-05125) and (357423-05255).



Lisa Marie wears ECCO SUMMER Moc (357423-05255)



Hot Accents

Straightforward style with a spark of bold detailing, perfectly snaps together an elegant look to match the atmosphere—clean cut and effortlessly cool. This look embodies nonchalant sports-luxe with Scandinavian minimalism.





*Casual yet considered styling
is key to creating a sports-luxe
look. Match tailored pieces with
these clean and cool sneakers
and give your look an
unpredictable edge.*



Contemporary Aesthetics

Pared-back minimalism meets street with the ECCO SOFT 8. This sneaker is made from pebbled black ECCO leather, features fastening straps and a contrasting white cup-sole. Pull off that laid-back monochrome edge with ease. Keep it streamlined with the ECCO EDAY bag made from premium ECCO leather.

Left: ECCO SOFT 8 (440514-01001) and ECCO EDAY L Medium Backpack (9105037-90000).
Right: Maxime wears ECCO EDAY L Medium Backpack (9105037-90000).



Mix and match structured tailoring with relaxed pieces, such as grey suit trousers with a denim shirt, and pair with the ECCO SOFT 8 high top to master a smart casual cool.





*Modern Minimalism –
Create by incorporating
loose silhouettes matched with
structured tailoring. Laceless
sneakers with refined lines
complete this look.*

*Pull off a sneaker-suit
combination with a neutral
hues. For an effective and
effortless look, pair the
ECCO SOFT 8 with
a favourite suit.*



*Pair with high-waist denim
jeans and a crisp shirt to
instantly upgrade a casual outfit
or to soften a smart look.*





Sand & Stone

The summer sun provides the opportunity for more adventure with textures and tones. These moccasins smoothly elevate any summer look.

From right: ECCO DYNAMIC Moc 2.0 (581704-05086) and (581704-05114).





Summer Shape

The block heel court is a staple for any woman's wardrobe.
Complete a soft and elegant look with a clean
A-line dress in pastel hues.



*Dress from the feet up with
the ECCO SHAPE 75 BLOCK,
engineered to fit the natural
shape of the foot for total
comfort. A suede surface
and leather wrapped heel
brings elegant style to
every moment.*



*Balance your look with muted
candy hues in pale pink,
tan and baby blue accents.*



*The ECCO COOL 2.0 brings
an element of luxe to a sporty
outfit and supports a smart look
in to something a little more
comfortable and relaxed.*



*Bridge the gap between
performance and style with
the aesthetically striking and
technologically innovative
ECCO COOL 2.0.*



Cool From Every Angle

Sneakers are here to stay. The perfect pair should be easy to work into any look—comfortable with subtle details that make them stand out are key. The ECCO COOL 2.0 is cutting-edge and highly wearable. Wear with jeans and a button down or fuse together a tailored look with trousers and sport coat. ECCO COOL 2.0 feature 360° breathability and is 100% waterproof.

Keep your cool when summer heats up.

Make a fresh style statement in total comfort with ECCO COOL 2.0. An eye-catching yet versatile design in black, bright pink and fresh white firmly cements this sneaker as a wardrobe essential for both men and women.

Pair with a simple fitted dress for a laid-back edge, or style with black jeans and a light-knit white top or blouse for down days.





Top left: Lisa Marie wears ECCO COOL 2.0 (842503-50229) and (842503-50874). Bottom, left to right: ECCO COOL 2.0 (842503-50229).



Soft Silhouettes

Choose beauty and functionality
with the ECCO JILIN collection,
defined by soft, pliable silhouettes
in ECCO skydiver leather

Left: Lisa Marie wears ECCO COOL 2.0 (842503-50229).
Right, reading direction: ECCO JILIN Tote (9105032-90374) and ECCO JILIN Shopper (9105033-90582).

Womens



ECCO SHAPE 65 Sleek Sandal
(25183-30245)



ECCO SHAPE 65 Block Sandal
(251323-01459)



ECCO SHAPE 65 Sleek Sandal
(251823-02283)



ECCO SHAPE 75 Block
(260833-02471)



ECCO SHAPE 75 Block
(260833-02061)



ECCO SHAPE 75 Block
(260833-02061)



ECCO COOL 2.0
(842513-01007)



ECCO COOL 2.0
(842503-50229)



ECCO SOFT 8
(440533-01007)



ECCO SOFT 8
(440513-01007)



ECCO SOFT 8
(440503-01001)



ECCO TOUCH Sandal Plateau
(260303-11001)



SUMMER MOC
(357423-05125)



SUMMER MOC
(357423-05255)

Accessories



ECCO JILIN Tote
(9105032-90374).



ECCO JILIN Shopper
(9105033-90582)



ECCO JILIN Crossbody
(9105030-90582).



ECCO JILIN Large Wallet
(9105052-90374)



ECCO SP Backpack
(9105025-90010)



ECCO SP2 Medium Doctors Bag
(9104924-90010)



ECCO JILIN Small Crossbody
(9105029-90342)



ECCO SCULPTURED Hobo Bag
(9105045-90418)



ECCO SP Continental Wallet
(9105049-90618)



ECCO SP Ladies Belt
(9105050-90618)

Mens



ECCO SOFT 8
(440554-01001)



ECCO SOFT 8
(440514-01001)



ECCO SOFT 8
(440504-01001)



ECCO COOL 2.0
(842504-50874)



ECCO SOFT 8
(842514-01001)



ECCO DYNAMIC Moc 2.0
(581704-05086)



ECCO DYNAMIC Moc 2.0
(581704-05114)



ECCO EDAY L Medium Backpack
(9105037-90271)



ECCO EDAY 3.0 Easypack
(9104941-90220)



ECCO EDAY L Medium Backpack
(9105037-90000)



ECCO EDAY L Laptop Bag
(9105036-90000)



ECCO EDWARD Casual Belt
(9105059-90000)

About ECCO

Ecco, a world-leading brand of shoes combining style and comfort, has built its success on great design, leather quality, and innovative technology. Ecco is one of the few major shoe manufacturers in the world which owns and manages every aspect of its leather and shoe productions and its retail sales. Ecco is among the largest producers in the world of high-quality leather, which is used in Ecco's shoes and own production of leather goods and is also sold to several leading luxury brands. Today, Ecco products are sold in 87 countries in more than 3,300 Ecco shops and shop-in-shops and at more than 14,000 sales points around the world. The company is family-owned, founded in Denmark in 1963, and employs more than 19,000 people worldwide.



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