

2017/01

autumn winter

collection by minimum
aarhus denmark

minimum



aarhus denmark

aarhus is a vibrant mix of youthful energy and rich history. with only 300 000 inhabitants, the city is known as the little big city with everything to offer. you can get your cultural fix at aros art museum, stop by some of the many trendy stores, have dinner at a charming café or michelin star restaurant and visit the latin quarter - all for the atmospheric experience. what makes aarhus unique, is that everything is within walking distance, giving all areas of the city a subtle coherent feel – everything feels like aarhus. this is part of the reason why it was picked by lonely planet as the hottest traveling destination in Europe for 2016, and why we love our home in the heart of denmark.





welcome

i founded minimum in the danish city of aarhus back in 1997. what began as a retail store, has since developed into an international fashion brand. i believe that our strong ties to aarhus is a defining aspect of who we are.

today, when not travelling the world, our time is spent in the rough old shipyard buildings, at the industrial harbour in aarhus – close to the vibe of the urban city life, yet distant enough to reflect on design matters. aarhus brings, in many ways, unique qualities to our daily inspiration and work to create relevant, youthful collections. this philosophy is reflected in our aw17 collection, where nordic, urban and contemporary are key factors.

our goal is to provide both trending cuts and colours while maintaining durability. it's important for us to not only provide coveted items, but also deliver those wardrobe essentials that keep you returning season after season.

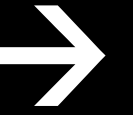
to truly embrace the nordic values of our brand, this autumn, minimum has a focus on making those essential items for the modern wardrobe. this shows in the choice of colours, prints and materials used in the female aw17 collection. burnt red plays a key role this season, mixed with chunky materials, leaf prints and overall inspiration from nordic autumn.

the male collection has clear modern trends. it's all about vertical lines, cropped fits and bold cuts, with stitched graphic patches, giving the styles an urban street look. additionally, green colour pallets and canvas materials are utilized to give the collection a military feel.

overall, both the male and female collection are a product of minimum's dna – a stylish nordic take on fashion.

peder tang – cco at minimum

female













a city filled with contradictions
and unexpected encounters

central food market

støy

lynfabrikken

la cabra

st. pauls apothek

mikkeller bar

godsbanen

væksthusene

DOKK1

kunsthall aarhus

the burger shack

aarhus streetfood

den grønne papaya

enjoy our *aarhus denmark*





aarhus central food market
skt knuds torv
↓



similar to aarhus street food, but then again, not at all. this is the fine dining version of the street food concept – paired with locally produced groceries of high quality and a very cozy indoor atmosphere. perfect for a tasty lunch break or an afternoon coffee.



støy
store torv 4
→



perhaps the most unique high-end fashion concept store in aarhus. books, accessories, footwear and lots of fashionable clothes in different price categories are offered to the loyal customers. stop by just to browse the great selection or to be inspired by the well-dressed staff and customers always roaming the store.



lynfabrikken
vestergade 49
→



lynfabrikken has become known for its great coffee, free wifi and awesome rooftop terrace. many go there to work, study or have meetings or just to enjoy a delicious sandwich and the view from the rooftop during summer.



korna jacket



la cabra
graven 20
→



although this place hasn't even been around for a decade, it's already considered an institution in the coffee scene of aarhus. stylish décor, friendly staff and the best damn cup of cappuccino in the city. also, try their delicious sandwiches and cinnamon swirls.



st. pauls apothek
jærgergårdsgade 76
→



boasting one of the worlds most talented bartenders, hasse bank johansen, sankt pauls apothek is not only the place to get cocktails, it's also a great restaurant serving delicious three course meals with a cocktail menu to match. set in an old drug store from the year 1900, this place will dazzle you with its authenticity and buzzing atmosphere.



mikkeller bar
jægergårdsgade 61
↓

a small and friendly wooden bar, pretty much in the middle of jægergårdsgade, mikkeller offers home crafted beers of many different varieties. definitely the go-to place for beer enthusiastic hipsters.





godsbanen
skovgaardsgade 3
→



a creative and cultural epicenter of aarhus, godsbanen offers theater, wood working shops, a diner, a skateboard park and a small community of creative aarhus natives that have all kinds of fun and intriguing stuff going on. and while you're there, don't miss the view of aarhus from the top of godsbanen.











væksthusene
peter holms vej
→



located on the brink of the botanical gardens of aarhus, væksthusene (greenhouses) is a bit overlooked and a highly underrated place to go. several greenhouses take you through shifting environments with the finale being a large dome filled with tropical plants, flowers and insects. the admission is free, which leaves a little extra room for visiting the very price friendly café for lunch, cake, coffee or a snack.



male











DOKK1
hack kampmanns plads 2
↓

the new multi-purpose library of aarhus.
with an impressive location right at the harbor,
dokk1 never ceases to amaze with its grand
architectural design both on the outside and
on the inside. this is the future of big city
libraries. come see for yourself. and check out
their excellent cantina while you're there!



kunsthal aarhus
j.m. mørks gade 13
→



kunsthal aarhus is a bit overlooked – perhaps because of the fact that it's located right next to the much larger aros museum. nonetheless, kunsthal aarhus is worth a visit. the exhibitions are ever changing and often revolve around something interactive that invites the visitor to engage with the artwork itself. you can also kick back, enjoy a cup of coffee from the café and read some of the books and magazines available there.









barton jacket



the burger shack
frederiksgade 39
→



a sudden surge in the number of burger restaurants in aarhus was seen not too long ago. many good places were established but the burger shack came out on top. try their flame grilled burger or their juicy panko-fried chicken.





aarhus street food
ny banegårdsgade 46
→



this one is truly a gem in aarhus! whether you're into grilled cheese sandwiches, thai food, burgers or coffee and cake, aarhus street food has it. set in a former bus parking structure, aarhus street food has that down-to-earth local vibe that makes you right at home from the moment you step in.



interview: zakaria khiare

who are you?

my name is zakaria, i'm 24 years old
and i'm from aarhus.

**how would you describe aarhus,
if you had to use only 3 words?**

spacious, vivid and "hyggelig" [cosy].

**what do you think about people from
aarhus?**

most people from aarhus have their
feet firmly planted on the ground.

**what should people definitely
experience when they are in aarhus?**

aarhus comprises both meeting places
and a lot of nature. when you're in aarhus,
i recommend that you experience the
atmosphere in the latin quarter.

**which restaurants would you
recommend?**

there are many good places to dine in
aarhus but in my opinion the obvious
choice is to stop by klassisk fisk [classic
fish] at nørregade, it's always very good.
sometimes, they host a shrimp feast, i
definitely recommend that you try that if
you get the opportunity. or visit one of
the french bistros in mejlgade where
you can always get wonderful, low-cost
meals – oli nico, oli bistro and oli gak.

danish model zakaria khiare, of moroccan decent,
has been modelling since january 2010 when he
made his catwalk debut walking for dior homme,
hermes, paul smith, kris van assche and cerruti.





where’s the best place to go out on a saturday night?
the night life in aarhus hasn’t changed very much through the years, but i think you only rarely stay at just one place during the evening. it’s always fun to stop by different bars. if you want to go to a club, i recommend that you look up some events and base your decision on that.

how was it growing up in aarhus?
aarhus is a really good place to grow up. i grew up in the part of aarhus called åbyhøj, and in spite of the relatively small size of the city and the somewhat village-like atmosphere i felt during my teens, you still had the feeling that the city was bigger than that. people from different schools hung out, but without being clannish.

do you know a secret place in aarhus?
aarhus has a lot of great spots, and unfortunately you only rarely take your time to make use of all of them. during the summer, aarhus is very special because you’re so close to the ocean.

essentially, what is aarhus to you?
of course my relation to aarhus is influenced by the fact that i grew up here. to me, aarhus wouldn’t be aarhus without all the memories. but putting it into perspective, aarhus wouldn’t be aarhus without the latin quarter, and let’s face it – aarhus wouldn’t be aarhus without “åen” [the creek].







den grønne papaya
nørre allé 23b
→



truly a hidden gem of aarhus. this place
doesn't really look like much from the outside
(or on the inside for that matter) – but don't
be fooled! the couple who run this place
make some of the best vietnamese food in
town. we highly recommend the spring rolls.







minimum *aarhus denmark*

the scandinavian way of living and thinking are the heart of what we do. we carry the tradition of quality in everything we do, as well as the heritage of good minimalistic design, which has become a solid trademark for denmark in the lifestyle industry.