



2018

spring summer

collection by minimum
aarhus denmark

minimum




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 are 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 urban vibes of city life, yet distant enough to reflect on matters of design. aarhus brings, in many ways, unique qualities which inspire our work creating relevant, youthful collections.

this philosophy is reflected in our ss18 collection, where our 'nordic, urban, contemporary' brand mantra is a key factor. to truly embrace the nordic values of our brand, we have focused on making essential items for the modern wardrobe. this shows in the choice of colours, prints and materials used in the collection.

female empowerment plays an essential role in the female collection; maximized shoulders, minimized waists and focus on sleeves are key trends this season. this season's female collection is strong and bold with dusty tones and vibrant colours throughout.

the male collection has clear modern and industrial influences. leaning towards function, it is about timeless classics, cut from refined, functional fabrics. focusing on simplistic elements, graphic prints and sporty modernist looks, lends a clean, contemporary expression.

this season, both the male and female collection are a more direct product of minimum's d.n.a - a stylish, nordic take on fashion.

peder tang – cco at minimum

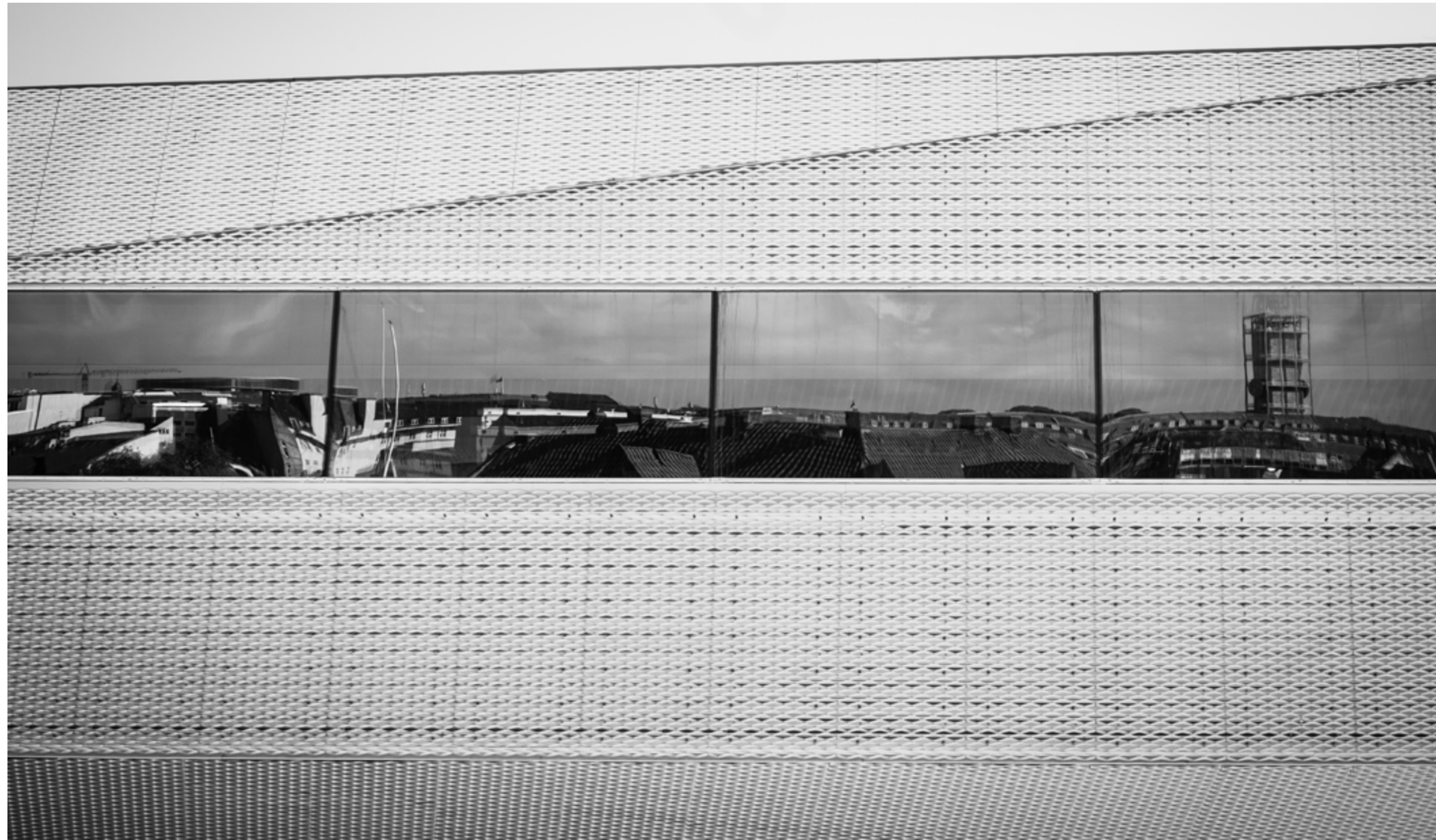
nordic urban contemporary

we are a nordic company, with our roots firmly in aarhus. all of our stories revolve around the place we are from.

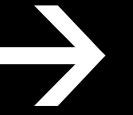
to us, being nordic means planning for the future, building ideas and products that last, being open minded and conscious, responsible and democratic. being nordic permeates all aspects of what we do, and is the pinnacle of our identification as a brand.

with our focus on a relatively youthful customer, being relevant from an urban point of view, is critical. we want to be aware of the culture, art, design and lifestyles of urban consumers and the urban landscape. being urban means being dynamic and relevant. it means being aware of developing trends, and following the right ones for us.

for us, contemporary tastes are more critical about aesthetics, sensibilities and direction. we stand to gain, from being more discerning in our point of view, and we want to become the gatekeeper of style between the low and high markets. we will democratise good design and contemporary style, and focus our attention to curating products which support the contemporary lifestyles that inspire us.



female













a city filled with contradictions
and unexpected encounters

aarhus ø
northside
møllestien
åen
aros
gedulgt
latinerkvarteret
moesgaard museum
le coq
rådhuset
øst for paradis
den permanente
spot festival
aarhus festuge

enjoy our *aarhus denmark*





aarhus ø
mariane thomsens gade
↓



in aarhus a new neighbourhood has been created and it is already full of vibrancy and activity. aarhus ø [aarhus east] is a playground for architects and you can expect spectacular, unique buildings when visiting. the most iconic building is isbjerget [the iceberg], which with its criss-cross points and white colour, has strong similarities to a floating iceberg breaking up. the aarhus urban life always includes lots of green areas, and aarhus ø is no exception. in the quarter, you can find a public garden that offers greenhouses, hens, free barbeques and public plots to grow vegetables, herbs and flowers.



northside
søren frichs vej 45
→



some people say, it's the best weekend of the year to be in aarhus. northside is the biggest urban festival in denmark creating a festive energy all over the city. people in all ages attend the innovative and sustainable festival to watch the wide array of danish and international artists. so, join the festival, enjoy an organic beer and listen to the hottest artists of the year with the rest of aarhus.





møllestien
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deep in the historic centre of aarhus you'll find møllestien, which is an old street known for its small colourful houses and authentic cobblestone pavement. the street has existed since year 1300 and when entering the street, you'll feel like you've have been taken back in time.

clarissa trenchcoat





åen
→

the most characteristic place in aarhus is without a doubt åen [the creek], which flows through the city encircled by cafés and nightlife settings. the area around åen has a lively vibe full of people, music and laughter, and is definitely a must-see. while you are there, you might as well grab a drink or something to eat to get the full experience.



aros
8000 aarhus c
↓

get your cultural fix at aros art museum, which is one of the largest museums in northern europe. on top of the building you'll find a colourful and iconic rainbow made by the islandic artist olafur eliasson. you can take a walk around the 150-meter-long panoramic path to get a spectacular view of the surrounding aarhus. the impressive and creative exhibitions at the museum often change, so buy a season pass like the rest of the locals.





gedulgt
fredensgade 41
→



this place is a new member of the nightlife-family in aarhus and is already famous for its interesting cocktails and exciting concept. the bar is hidden in a backyard behind a green door and when entering the bar, you'll find an exclusive décor, phenomenal cocktails and great service. gedulgt is ready to dazzle you if you're looking for a night out.











latinerkvarteret
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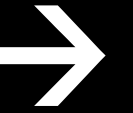


in the small streets of the latin quarter, the atmosphere is unlike any other place in aarhus. with houses from the year 1400, narrow streets coated with paving stone the quarter gives an authentic feeling. surrounded by historical buildings, the stores of the latin quarter offer everything from applied art, the latest fashion and design to second hand and florists. the unique place is also known for its cosy restaurants and creative cafes. a perfect spot to sit down and enjoy the lively place where the new and the old meet.





male











moesgaard museum
moesgård allé 15
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moesgaard museum or momu south of aarhus tells the history of man from the stone age up until today. the oldest bog find, grauballemanden is part of the culture historical display but also dramatized narratives such as theatre and film as well as ethnological and other archaeological findings are part of the exhibition. surrounded by water and forest, momu offers nature as well as unique architecture as part of the museum experience.



le coq
graven 14-16
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if you're a student or just looking for a cheap meal of high quality, stop by le coq on tuesdays to get the "mad og fad" tilbud [food and beer-offer]. the restaurant is super low key and you should in a very boheme kind of way grab a plate and find yourself a table inside or sit on the green area outside. le coq is also the place for exploring french spirits and while you're there, you might as well stay for a table football match or board game.







rådhuset
rådhuspladsen 2
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designed by erik møller and arne Jacobsen, rådhuset [the city hall] in aarhus is a main work of danish modernism. covered with marble, the high tower of the building functions as a landmark and expresses danish design and culture. surrounding the iconic building is the park of the city hall. here large trees, the green lawn and colourful flowers welcome the public, especially on sunny days.



wilhelm 2.5 layer mac





øst for paradis
paradisgade 7-9
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øst for paradis [east of paradise] is a different cinema placed in the centre of aarhus. here, they handpick and show art films of high quality from all over the world. located in paradisgade and the fact that the first film shown was east of paradise, the theatre was named. in the theatre the experience goes beyond the films – you can stop by for brunch, have coffee in the cafe or a beer at the bar in the weekends – the sky is the limit. experience the creative and cosy atmosphere and feel the element of surprise visiting øst for paradis.



den permanente
salonvejen 1
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this beach is by far the most popular beach for young people in aarhus and with only a 10-minute bike ride from the city centre, it's easy to access. go there during the day to get a tan and again at night and join the crowd around a bonfire or barbeque for a long bright summer night under the stars. den permanente [the permanent] has a separated, enclosed nudist beach area, where winter bathing is a big thing.





spot festival
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the people of aarhus love music in all genres, which is one of the reasons why the annual spot festival was created. the festival is happening all over the city from small backyards with a handful of people watching to big scenes entertaining thousands of people. the artists are all upcoming talents predicted to be the next big thing. you can either buy a ticket for the three-day festival, or walk around the city centre and enjoy all the free venues and happenings. either way one thing is guaranteed; you'll get an awesome weekend.









aarhus festuge
8000 århus c
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every year, late in august, a special feeling arises in the city of aarhus – the festive week has begun. the wide-spread programme entertains and surprises the audience with free concerts, dance performances, innovative art and culture experiences, theatre and street food. buzzing with life since 1965, the festive week in aarhus is one of the largest culture festivals in the north and has more than 300,000 visitors. with more than 1000 events there is something for everyone, so experience the special energy and great spirit that characterize the festive week in aarhus.





