

ALMADA

ALMADA LABEL MADE ITS RUNWAY DEBUT AT COPENHAGEN FASHION WEEK WITH THE PRESENTATION OF AW26

The Scandinavian Womenswear Brand Presented Its Autumn/Winter 2026 Collection

COPENHAGEN, DENMARK – August 5th 2026 – ALMADA LABEL presented its first-ever runway show during Copenhagen Fashion Week, marking a defining moment in the brand's evolution and introducing its AW26 collection to an international audience.

Founded between Helsinki and Stockholm by Alexa Dagmar and Linda Juhola, ALMADA LABEL launched in 2020 with a focus on knitwear and a vision of creating pieces designed to endure beyond a single season. Since then, the brand has grown into a complete ready-to-wear offering, expanding into tailoring, leather, shearling and silk while remaining true to its commitment to timeless design, exceptional craftsmanship and effortless dressing.

Presented within the SS27 schedule, the brand chose to unveil its AW26 collection – a deliberate decision that reflects ALMADA LABEL's customer-first approach to seasonality. Rather than following the traditional fashion calendar, the collection was presented at the moment it became relevant to wear, with pieces made available for purchase immediately after the show.

"Showing during Copenhagen Fashion Week felt like a natural next step for us" said founders Alexa Dagmar and Linda Juhola. "This wasn't about changing who we are, but about bringing together everything we've been building over the past five years. It was an opportunity to present the complete ALMADA LABEL universe in the way it was always intended to be experienced."

The runway show took place in Copenhagen, a city whose balance of creativity, functionality and progressive design closely mirrors ALMADA LABEL's own values. The presentation brought together international press, buyers, industry professionals and friends of the brand to experience the collection in its intended setting.

MERIT Beauty joined the presentation as the official makeup sponsor, providing the products used backstage to create the runway beauty look under the direction of renowned makeup artist Jenny Jansson and her team. Inspired by ALMADA LABEL's understated aesthetic, the makeup centred on luminous skin, soft definition and effortless beauty, complementing the collection while allowing the garments to remain at the forefront. The partnership reflected a shared philosophy between the two brands: celebrating natural beauty through considered, elevated simplicity.

The runway debut also marked another important milestone for ALMADA LABEL as the brand entered the AW26 season alongside NET-A-PORTER, which joined as a key global retail partner. Together, these milestones signal the next chapter in ALMADA LABEL's international growth while remaining firmly rooted in the values that have defined the brand since its inception.

With its first runway presentation, ALMADA LABEL demonstrated a confident and considered vision for contemporary womenswear – one that favours timeless relevance over seasonal novelty and reflects a brand continuing to evolve with purpose.

SHOW DETAILS:

Almada Label AW26

5 August 2026, 16:00

The Royal Danish Academy of Fine Arts

Kongens Nytorv 1

Copenhagen

[RUNWAY IMAGES](#)

[STREETSTYLE IMAGES](#)

SHOW CREDITS

Creative Direction: Alexa Dagmar & Linda Juhola

Styling: Johanna Ankelhed

Casting: Karoline Schytz

Movement director: Fransiska Bramsen

Hair: Josephine Mai

Make-up: Jenny Jansson

Makeup sponsor: MERIT Beauty

Music: Emmi Granlund & The Bausa

Light Design: Philip Sacht

Sound Design: KØTER Productions

Production & Guest Management: Redgert Comms

Press: VAN ETEN & Redgert Comms

Streetstyle Photography: Noor Unisa

ABOUT ALMADA LABEL: Almada Label is a contemporary womenswear brand founded between Helsinki and Stockholm by Alexa Dagmar and Linda Juhola. Defined by timeless silhouettes, exceptional materials and a considered approach to design, the brand creates wardrobe pieces intended to endure beyond seasons. Through a focus on quality, craftsmanship and longevity, Almada Label offers a refined perspective on modern dressing.

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