



BY MALENE BIRGER RETURNS HOME FOR THE SS27 SHOW DURING COPENHAGEN FASHION WEEK

By Malene Birger announces its return to the official Copenhagen Fashion Week schedule for the first time in six years, marking a significant homecoming moment for the brand.

For Spring Summer '27, By Malene Birger will present the collection at Friheden, an intimate setting deeply connected to the brand's identity and future. Taking place at this private residence, the show reflects a renewed relationship with Copenhagen: A return to its heritage that has shaped the house since its founding, while looking ahead with a continued sense of evolution.

The collection was first imagined in the depths of winter, born from a longing for warmth and light. It reflects the anticipation of summer; the feeling of days that exist first in memory and imagination before they fully arrive.

At the heart of the collection is the sun: a symbol of optimism, renewal, and the quiet rituals that define the warmer months. It serves as both muse and metaphor, representing the moments of transition between seasons, between memories and experiences, and between what has been and what is yet to come.

The Spring Summer '27 collection has been shaped under the creative direction of Emilie Martinsen-Køningsfeldt, working in close collaboration with Head of Design, Sydney Roark.

Originally from California and educated in Italy, Sydney Roark brings a fresh perspective to the house. Having been an integral part of By Malene Birger's design team for the past five years, she has worked closely alongside Martinsen-Køningsfeldt in developing the collection. Together, they continue to refine the brand's evolving expression, balancing its established codes with a contemporary sensibility.

The By Malene Birger Spring Summer '27 show will take place on the 4th of August during Copenhagen Fashion Week.

ABOUT BY MALENE BIRGER

BY MALENE BIRGER is a womenswear house defined by sophisticated Scandinavian minimalism and a purposeful, elevated design ethos. Guided by integrity and designed with intention, each collection is crafted with longevity in mind — refined fabrics, feminine detailing, and enduring silhouettes that speak to a sense of luxurious utility. Founded in 2003 by Danish designer Malene Birger, the brand entered a new era in 2020 with a complete reimagining of its visual identity. From the introduction of a signature monogram to the considered evolution of its collections and retail environments, the house offers a modern, intelligent wardrobe for the multifaceted woman.

FOR MORE INFORMATION, PLEASE CONTACT:

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