



Copenhagen. In Fashion

Pierre Toromanoff

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- **Fourth in a new, appealing series** *Paris. In Fashion (2025); New York. In Fashion (2025); and London. In Fashion (New)*
- **An international fashion destination** with a major fashion week on a par with Paris, New York, London, and Milan
- **Hip, trendy, relaxed, and super cool** Scandinavian design has many devotees and a large following among the young
- **Leads the world in sustainable fashion business practices**
- **Fills a need in fashion publishing** with a ton of books on Scandi design but not many on Scandinavia fashion
- **A must have** for younger fashionistas, au courant fashion insiders, Scandi fans, fashion industry professionals, those interested in cutting-edge design, and those concerned about sustainability in business

Copenhagen. One of northern Europe's chicest cities. A marvel of Scandinavian style, blending the traditional with the modern and the minimalist. Denmark's capital is a burgeoning design hub, an increasingly popular destination for fans of modern architecture and an unexpected fashion hotspot with a proud ethos of sustainability and its own major biannual fashion week.

Copenhagen. In Fashion is an unmissable opportunity to discover the city's historic harbor, squares, islands and islets, experience the warmth of the hygge lifestyle and find inspiration in the composed and impossibly urbane Scandi outfits without leaving your own home.

From Paris and New York to more surprising hotbeds of style, the *In Fashion* series invites you to discover the most fashionable locations in the world. Covering high fashion, classic street style and trendsetting people, as well as interiors, streets, shops and more, each beautifully presented volume offers a unique glimpse into the clothes and fashion culture of a distinct and remarkable destination.

Perfect for fans of fashion and travel.

Having studied mathematics and Slavic languages in Paris, **Pierre Toromanoff** (b.1969) went on to work at the cultural department of the French embassy in Russia from 1991 to 1994, before finding his way into book publishing. He worked as an international sales manager and then as managing director for several renowned art publishers for over 20 years. He is the co-founder of Fancy Books Packaging, a creative agency for illustrated books, and has authored several publications on fashion, lifestyle, visual arts and pop culture.

