

MarMar
COPENHAGEN

AUTUMN WINTER 2019

LOVED UP

Sophisticated, classic luxury with cool and quirky details.

Every collection is built on the thought of a child's complete wardrobe, with everything you need for everyday life, from Grandma's birthday and a trip to the skate park.

With LOVED UP, the Autumn-Winter 2019 collection,
I present to you another timeless collection,
designed with loving care from our home in Copenhagen.

A handwritten signature in black ink, appearing to read 'Marlene Holmboe', with a stylized, cursive script.

Marlene Holmboe
Designer and Founder



Marlene Holmboe, Designer and Founder

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Capturing a Vibe

Artisan at heart, the original vibe is so vital. Everything is curated with love.

Inspired by the natural feel of the late 70s and the sharp minimalism of the early 80s. I've come up with the term that best describes this feeling for me, 'Nature Yuppie'. The feeling is best exemplified in the collection's key print which is inspired from pottery patterns and in the bold black and white stripes woven in luxurious jacquard.

Inspired from our big city urban cityscape that's filled with life and expression. Street art, at the same time both ultra-modern and remnant of the cave paintings of our ancestors. The graphic lines of the tall buildings and the dots of light and colour; all translated into prints. In the mix of the positive vibes of the city and the more natural purity of a girl scout comes their positive affirmations in the form of stitches onto t-shirts like their treasured merit marks.

Quality at heart

Always focusing on natural fabrics, we add even more oeko-tex certified products to this collection. Our classic Modal quality has been knitted in new ways, adding options to the comfortable, durable line of this our signature quality.

Knit comes in an array of diverse qualities, from glittery lurex knit, classic cotton-wool mix to Merinos and a very exclusive cashmere. Corduroy; new and oh so soft, twill, heavy jerseys and denim are contrasted by airy viscose, tulle and beautiful structured cottons to form the collection fulfilling every wardrobe need a child could have. Both comfortable and stylish, including new tailored pieces.

Spiced with colour

The very harmonious natural colour palette, with colours of from spices and nuts; cardamom and pecans, mixed with more vibrant tones like turmeric. Dark forest green from the woods and their autumnal wine coloured leaves. Midnight blue and more colourful oily blue. All contrasted by candy floss pink. Rich, full and deep yet vibrating with life.

This season I feel so positively Loved Up!

MARMAR COPENHAGEN, ESTABLISHED IN 2008, IS A DANISH CHILDREN'S FASHION BRAND, WITH CLOTHES FOR BOYS AND GIRLS FROM NEWBORN TO 16 YEARS OLD AND A SPECIAL COLLECTION FOR WOMEN. MARMAR COPENHAGEN IS DEFINED BY SOPHISTICATED CLASSIC LUXURY, COOL QUIRKY DETAILS, BEST POSSIBLE QUALITY AND FUNCTIONALITY. INSPIRED BY OLD BOOKS, MOVIES AND PHOTOS. THROUGHOUT THE NEW COLLECTIONS, YOU WILL ALSO FIND HINTS OF CIRCUS – AS ALWAYS.

MARMAR FOUNDER MARLENE ANINE HOLMBOE IS AN ACCOMPLISHED CLOTHES DESIGNER. AFTER STUDIES OF FASHION AT THE DANISH DESIGN COLLEGE, SHE PROCEEDED TO DESIGN CHILDREN'S WEAR FOR NUMEROUS BRANDS. AFTER THAT, THE FOUNDING OF MARMAR COPENHAGEN CAME NATURALLY. MARLENE IS ALSO THE MOTHER OF THREE CHILDREN.



















































1. Boy to the left: Thadeus top, Modal Tee LS top, **Boy in the middle:** Tito knit, Primo L pants. **Girl:** Dahlia Dress. **2. Girl to the left:** Tivia top, Sabbie skirt, **Girl to the right:** Tarianna top, Paya pants. **3. Babygirl:** Acelia frill hat, Plain Body LS, Tiora top, Pilu pants. **4. Boy:** Tivia top, Tonga knit. **Girl:** Plain Tee LS, Sabina Skirt. **5. Boy to the left:** Leg pants, Tano knit, **Girl:** Tacha shirt, Patsy wide pants. **Boy to the right:** Tristan polo SS, Pelo pants. **6. Girl:** Jacobe blazer, Tay shirt, Sabbie skirt. **7. Girl:** Tay shirt, Trisha knit, Sabbie skirt. **8. Babygirl:** Rommy frill rompy, Totti knit. **Girl:** Tacha shirt, Tabitte knit, Patina pants. **9. Girl to the left:** Plain Tee LS, Josephine jacket, Peona pants. **Girl to the right:** Damaris dress, Tabitte knit. **10. Girl:** Talva Top. **11. Boy to the left:** Tivia top, Pallas pants. **Boy in the middle:** Plain Tee LS, Pelo pants. **Girl:** Ruth LS rompy. **12. Girl:** Tavora top, Selene skirt. **Boy:** Tristan Polo SS top, Thadeus top, Pallas pants. **13. Girl:** Trisha knit, Dorvia Dress. **Boy:** Tago top, Tobis top, Primo L pants. **14. Girl:** Tay shirt, Trisha knit. **15. Girl:** Trisha knit, Doreen Dress. **Boy:** Timmy shirt, Tanne knit, Primo L pants. **16. Girl:** Plain Tee LS, Tagea knit, Lisa pants. **17. Girl:** Dafne Dress, Osla jacket. **18. Boy to the left:** Tanne Knit, Oby vest, Primo L pants, Ario scarf. **Boy in the middle:** Pallas pants, Anna hat, Aske Long gloves, Thadeus top, Olander jacket. **Boy to the right:** Theo shirt, Primo L. **19. Boy:** Tristan Polo SS top, Thadeus top.







NOOS

Marmar Copenhagen offers a quality and price competitive collection of every day classics. We call this our NOOS collection. Stocked in commercial shades and with attention to detail and functionality, they are **NEVER OUT OF STOCK.**

From season to season, this range is available for the very start, newborn to baby, kids; girl and boy, tween and including, mom – our women's range.

You will also find our well proven retail successes such as Modal and ever popular Leopard print styles. Always available in six shades, our modal in solid can be teamed up with stripes in the same quality.

Outerwear, in Technical and Thermo qualities, is a significant part of the collection. It is offered in fashion classic shades as well as black and navy. Stocking outerwear enables the retailer to minimize their buying risk, giving MarMar Coenhagen outerwear an attractive market advantage.

Most of the NOOS products are in ecological cotton and are OEKO-TEX certified.

NOOS is an obvious choice allowing you to add-on complimentary basics to your customer's MarMar Copenhagen outfit.

Enjoy!













LOOK BOOK

Shop the look as we also like to call it, is a multitude of ideas on how to combine the LOVED-UP collection























































MarMar girls grow into MarMar Tweens

TWEEN

COOL AND MUST-HAVE
FASHION FOR GIRLS, WHO
LOVES WELL DESIGNED
AND QUALITY CLOTHES.
STAYING TRUE TO THE
S O P H I S T I C A T E D
CLASSIC LUXURY OF
MARMAR COPENHAGEN

DESIGNED WITH LOVE
IN COPENHAGEN,
FOR GIRLS AGED 8-16

See separate catalogue for the Tween collection

Thank you: Daniel, Isabel, Alberte, Zoï, Theo, Bror, Vilja, Eliza, Laura, Sofia, Filippa, Emmelie, Ellen, Alexander, Valentin, Alexander, Mathias, Molly, Sofie, Nomi, Nora, Lauge, Jeppe, Anton, Aya, Barbara, Alberte and parents.
And to photographer Sofie Helsted and stylist Camilla Ebdrup.

