

Press releases

Latest press releases from **munthe plus simonsen**

06-08-2004

10 Fantastic years!

The lofty rooms of the Danish School of Architecture in Copenhagen provided the backdrop when Danish design firm munthe *plus* simonsen held its 10th anniversary show!

The 16 models on the silver catwalk – led by Danish super model Helena Christensen and including Swedish top model Emma S., the German actress Alexandra Kamp, Danish top models Lykke May and Louise P. paraded on a set reminiscent of the elegant Studio 54's disco-jet set of the late 70s.

Gauzy feminine chiffon danced elegantly on the graceful models, followed by raw denim with silver and gold print. The result was a colourful sensory bombardment with the promise of a colourful future.

Amongst the more than 1000 guests were Harry and Shari Belafonte and Nile Rogers (Madonna's producer).

Naja Munthe and Karen Simonsen pronounced:

“10 years in the industry is more than we ever dared dream! It's a great feeling to have created something so satisfying creatively and commercially. Our unique friendship has taken us a long way in life and is itself a pillar of strength we could not have done without. This is a tough industry and demands cast iron business strategy and a feeling for the future to be able to avoid bottlenecks, market fluctuations and wrong tactical decisions. And we believe, that together with our competent staff of personnel, we have been able to develop such abilities via progressiveness and visionary decisions. If you are to survive in this industry, you have to take chances where others might hesitate.

10 years are over and another 10 begin. Who knows where our paths may lead us? Denmark is capable of producing something special – and there are many of us blessed with that capability. That's why it is essential to view the rest of the world as potential markets able to provide greater growth, more jobs and promote Denmark on the international scene. Our mottos are “the sky's the limit”, and “anything's possible!”...”

For further information, please contact PR Manager Bo W. Lauritsen on: +45 33 32 00 12 or at bo@muntheplussimonsen.com

06-08-2004

10 fantastische Jahre!

Donnerstagabend veranstaltete die dänische Designfirma munthe *plus* simonsen in den wunderbar hohen Räumlichkeiten der Architektenschule anlässlich ihres 10-jährigen Bestehens eine Jubiläumsshow!

16 Models, angeführt vom Supermodel Helena Christensen, dem schwedischen Topmodel Emma S., der deutschen Schauspielerin Alexandra Kamp, den dänischen Topmodels Lykke May und Louise P, u. a. versprühten auf dem silberfarbenen Catwalk eine Atmosphäre, die jene elegante Welt der Disco-Jetsets des Studios 54 aus dem Ende der 1970er wieder auferstehen

ließ.

Hauchdünner Chiffon verlieh den anmutigen Models feminine Eleganz, gefolgt von grobem Denim mit Silber- u. Golddruck. Sinnliche und farbliche Eindrücke ließen von einer farbenfrohen Zukunft träumen.

Unter den über 1000 Gästen befanden sich Harry Belafonte, Shari Belafonte und Nile Rogers (der Produzent von Madonna).

Naja Munthe und Karen Simonsen erklären:

”10 Jahre in der Branche sind mehr als wir je zu träumen hofften. Etwas derartig Erlösendes zu Stande gebracht zu haben sowohl kreativ als auch geschäftlich ist ein fantastisches Gefühl. Unsere einzigartige Freundschaft hat uns weit gebracht und ist an sich eine einmalige Stärke, ohne die wir das niemals geschafft hätten. Die Branche ist sehr hart und fordert beinharte Geschäftsstrategien und ein Gespür dafür, was die Zukunft bringen wird. Nur so lassen sich Engpässe, Markteinbrüche und Fehlplanungen vermeiden. Diese Eigenschaften habe wir uns durch unseren Vorwärtsdrang und visionäre Entscheidungen gemeinsam mit unserem kompetenten Stab an Mitarbeitern angeeignet. Wenn man in dieser Branche überleben will, muss man dann die Chance ergreifen, wenn sich die anderen zurückhalten.

10 Jahre sind vorüber und 10 neue beginnen. Wer weiß, wo unser Weg uns noch hinführen wird. Dänemark hat etwas besonderes zu bieten, wir sind viele, die das können und deshalb ist es wichtig auch auf den Rest der Welt zu schauen und potentielle Märkte zu erobern, die ein stärkeres Wachstum und mehr Arbeitsplätze schaffen und Dänemark international promoten. Das Motto lautet ”the sky is the limit”, und ”alles ist machbar”...”

Für weitere Informationen wenden Sie sich bitte an PR Manager Bo W. Lauritsen unter der Telefonnummer: +45 33 32 00 12 oder bo@muntheplussimonsen.com

20-04-2004

Danish design duo chosen as businesswomen of the year

The Veuve Clicquot Award “Business Woman of the Year 2004” has been awarded to the design duo munthe plus simonsen for their impressive results and international success

Professional talent, strength of purpose, clear visions and good business acumen characterise this year’s recipients of The Veuve Clicquot Award “Business Woman of the Year 2004” which is being presented today at the Copenhagen Stock Exchange.

This year the distinction is going to two female entrepreneurs who in just ten years have created a world-famed company with a three-figure million kroner turnover and impressive profits. The names of the two women are Naja Munthe and Karen Simonsen, the dynamic design duo behind munthe *plus* simonsen.

The Veuve Clicquot Award was started in memory of one of history’s greatest businesswomen Madame Clicquot Ponsardin, the founder of the successful champagne company The Yellow Widow. The award is presented every year to a woman who has clearly and successfully distinguished herself in Denmark and abroad.

This is precisely what these two female designers have done. Displaying skills which are true to Madame Clicquot Ponsardin in every respect:

“With entrepreneurial flair and personal daring, they have created an international enterprise with impressive growth and outstanding commercial results,” says Managing Director Jette W.

Knudsen, chairwoman of the prize committee.

In its choice, the committee drew attention to the success of the partnership which – in addition to skilful design – is based on a highly developed marketing skills, a commonsensical approach to finance and a professional management style.

munthe plus simonsen serves as a model for the type of company which Denmark must rely on in the future. In an industry which, despite all the gloomy predictions about recession, is now responsible for supplying Denmark's fourth largest export product.

“They represent a new generation of highly productive, competence intensive companies which seek out new business areas and operate with ease in the global marketplace. This is innovation at world-class level,” says Jette W. Knudsen.

The design duo is thrilled and proud to be receiving the Veuve Clicquot Award, and to be joining the company of a group of eminent women who have paved the way.

“This is tremendous pat on the back for all our work and commitment over the past ten years. At the same, it is recognition of the fact that even though you have a really good product, if it cannot be combined with business acumen, you won't get far,” say the award winners.

Facts about munthe *plus* simonsen

munthe *plus* simonsen A/S was founded in 1994 by the designers Naja Munthe (born 1968) and Karen Simonsen (born 1966). The two met each other at Kolding Kunsthåndværkerskole, today called Designskolen Kolding. After their final exam, they travelled to Copenhagen and started their own company with 10,000 Danish kroner in the bank and working from a 25-square-metre office. Their first collection was launched in 1995, and in 2000 they held their first show in Paris. Today, the company has 60 employees in Denmark, and the collections are sold in more than 200 shops in fifteen countries – from Scandinavia to New York, Tokyo and Moscow.

munthe *plus* simonsen has previously been awarded the Alt for Damernes Guldknop in 1998, the Danish Design Centre's prize for best Corporate Brand & Identity as well as Ernst & Young's Young Entrepreneur award.

Facts about the Veuve Clicquot Business Woman of the Year Award

The Veuve Clicquot Business Woman of the Year Award was started in 1972 in connection with the bicentenary of the company and in memory of its founder, Madame Clicquot Ponsardin – one of history's notable businesswomen.

In 1805, Madame Clicquot, aged 27, took over her husband's champagne company following his premature death. Thanks to her ideas about innovation and her sense of quality, La Grand Dame successfully built up Veuve Clicquot into a successful champagne producer which still enjoys a status as one of the world's best.

Today, The Veuve Clicquot Award is presented in twelve countries and is regarded as the most important, international recognition of women who have distinguished themselves in the commercial life of the respective country.

This is the fourteenth occasion that the award is being presented in Denmark. Previous recipients of the award include Bodil Nyboe Andersen, President of the National Bank, CEO Elsebeth Budolfson, and Stine Bosse, Group CEO of the Tryg Vesta Group. The Danish prize committee includes Henning Dyremose, TDC's CEO, and Anne Knudsen, editor-in-chief of the Danish newspaper Weekendavisen. Dedication to results, visibility and internationalisation are the key criteria for the committee when making their choice.

In receiving the award, munthe plus simonsen will be joining a highly professional network of female senior executives from around the world. The recipients will also be given their own vineyard with Veuve Clicquot as well as a bottle of “Grande Dame”, Veuve Clicquot’s finest champagne, sent to them every year on their birthdays.

For further information about the award and the selection of Business Woman of the Year, including information about previous award winners, please contact Steffen Hornbeck from Hans Just A/S, which distributes and markets Veuve Clicquot in Denmark, on tel. +45 35 26 72 00 or mobile +45 26 16 70 30.

To contact this year’s award winners, please contact munthe plus simonsen’s PR manager, Bo W. Lauritsen, on tel. +45 33 32 00 12 or mobile +45 20 91 10 01.