



AUTUMN WINTER 2026

A warm, cinematic blend of prep, utilitarian, and sportswear, finished with slouchy European edge straight out the nineties.

Built for the basketball-at-eight, wine-until-late kind of guy, our Autumn Winter 2026 channels a sporty sophistication that balances casual shapes and sharper cuts.

To mark our fifteenth anniversary, we shot the campaign in our hometown of Copenhagen, drawing on the places that shaped us. Frederiksberg’s wide leafy streets and the vibrant inner city corners of Nørrebro reflect the contrasts that sit at the heart of our design.

It’s a grown up and down to earth range: wool blazers over hoodies, worn in denim with croc boaters, technical jackets with ties, and football knits with suit pants. The sportswear leans European, workwear gets an expressive twist, then the preppy cues come lived in and loose.

Easy to wear through the week, even easier to take into the weekend.

THE HEADLINES

Footwear Steps Up

A new supplier brings better builds, and we’ve added strength-in-depth with a broader line-up of croc, long-nap suede, and full-grain leather across silhouettes.

Doubling Down on Knit

Knitwear used to be one of our quieter categories, now it’s one of our most sought-after. This season expands the story with brushed wools, cotton classics, and retro gradient numbers.

Presenting the New NOOS

Our Never Out of Stock range gets a rebrand and a refresh. Introducing Core: minimalist essentials and long-time favourites with subtle tweaks that respect what works while adding a bit extra.

MVPs

Shell coat, pinstripe rugby knit, waffle football jerseys, cotton ribbed gradient knit, all-leather varsity, seersucker track set, brushed printed jersey, herringbone and solid wool overcoats, wool melange blazer and slacks, denim jacquard co-ord set.

Palette

Deep green, crimson, navy, ivory, black, and muted neutrals.