

legends

*New generation
New standards
New legends*

Brand Book



Intro

High standards, High expectations

Established in 2018 and stocked in some of the most ambitious, forward looking and trusted retailers around the world we thrive to make everlasting pieces of clothing for the style conscious man. Confident, Calm, Sensible and Strong.



What's inside?



Who we are



The fundamentals



Fact sheet



Born in Scandinavia

Born from a long tradition of good craftsmanship and combining great design with functionality, our collections offer unique pieces suitable for any occasion. Grounded in our heritage we look towards the future.



Nørrebro Copenhagen, 2022

The Fundamentals

Craftmanship

Heritage

Durability

Vision

legends
It's something legendary.





Odense, 2022





Fact Sheet

Founded in 2018

2-4 collections per year

+70 retailers worldwide

**Medium retailer spent
6000 usd**

**headquarters : Odense,
Denmark**

Editorial

Legends success is grounded in the willingness to embrace and explore what the future holds. But always with focus on the essential lessons from our heritage. From within that dynamic we create and develop products that are designed for the future and crafted for eternity.

Whether you're a journalist, creative, potential distributor or a customer we would love to hear from you.

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Legends.dk

The Team



1. Brand Manager
Thomas

2. Sales
Simon, Michael

3. Art direction / Branding
Luca

4. Logistics
Anders

5. Backend
Michael

6. Designteam
Karina, Bettina, Maria
