

OW

This is OW

Brandbook

OW

Los Angeles | Copenhagen

OW COLLECTION .COM

With roots in Copenhagen minimalism and sleek LA aesthetics, OW celebrates femininity through uncompromised and expressive apparel designs. We believe in every woman's right to exude confidence while feeling comfortable. Our collections range from clothing to outerwear in a call to embrace the female body.

Copenhagen minimal
LA Sleek

Our story

OW was founded in November 2016 in Copenhagen, Denmark with the vision to make women feel confident with chic, comfortable everyday luxury.

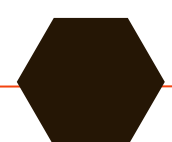
At OW, we recognize the significance of dressing to impress, be it for a glamorous party, a romantic dinner, or a fashionable travel adventure. Our innovative designs offer a wide range of styles, ensuring the perfect outfit for every occasion, crafted with exceptional quality.

Inspired by the essence of Scandinavian minimalism and the laid-back aesthetics of Los Angeles, our designs strike the perfect balance between current trends and timeless appeal. We cater to the modern generation of women who seek style, functionality, and a sophisticated twist.

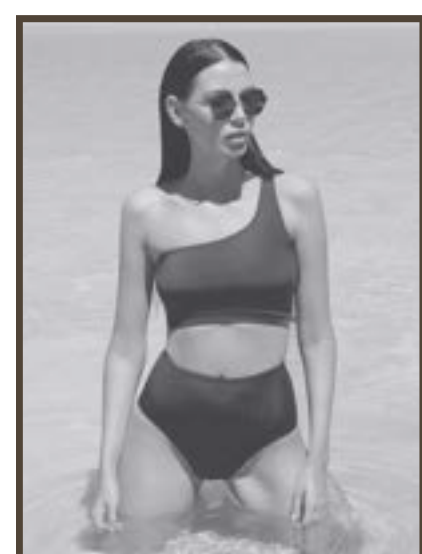
We invite you to join us on our journey of turning heads, captivating hearts, and making a lasting impression wherever our valued customers go!



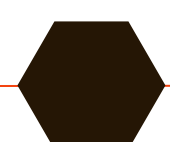
2016



The brand was born and founded by Copenhagen-based designer Sonja Davidsen as OW Intimates



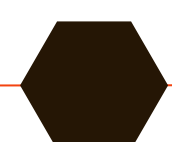
2017



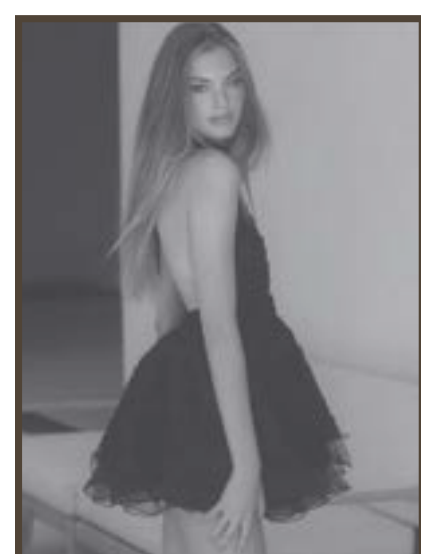
Adding swimwear to the range, OW expanded the offerings after securing key accounts across Scandinavia



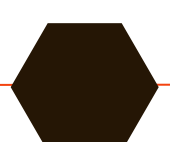
2018



OW made its debut in the US and gained the first recognition from A-list celebrities and influencers



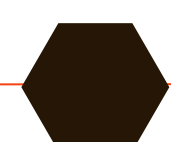
2019



In response to popular demand, OW expanded the range, offering a limited selection of clothing options



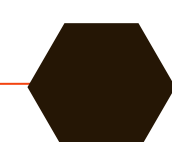
2020



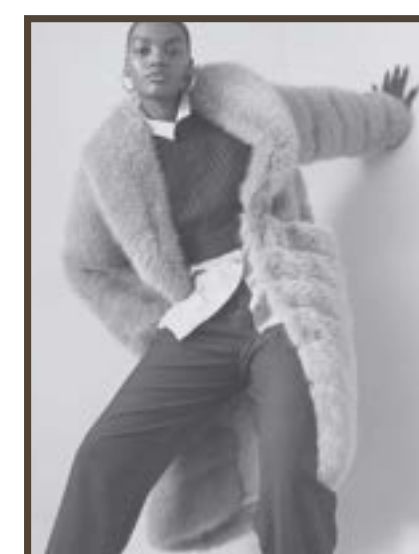
OW dedicated time and resources to sourcing and suppliers, to guarantee high quality throughout all products



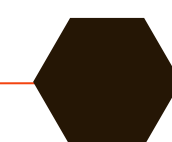
2021



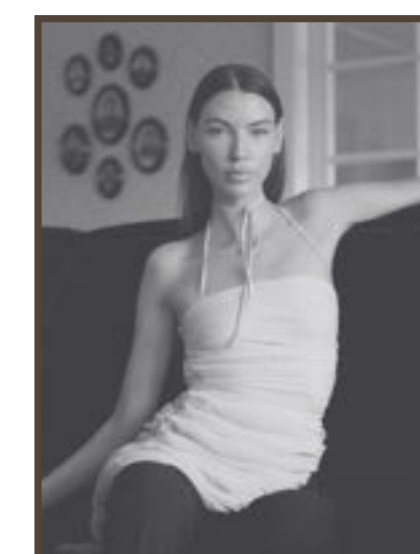
OW evolved into a complete clothing brand and rebranded as OW Collection



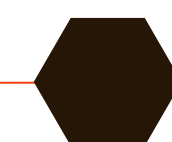
2022



OW launched the first vegan and cruelty-free outerwear collection with great success



2023



OW is opening the brand's first flagship store on Melrose Ave. 8215 in Los Angeles

OW

OW

OW
COLLECTION
.COM

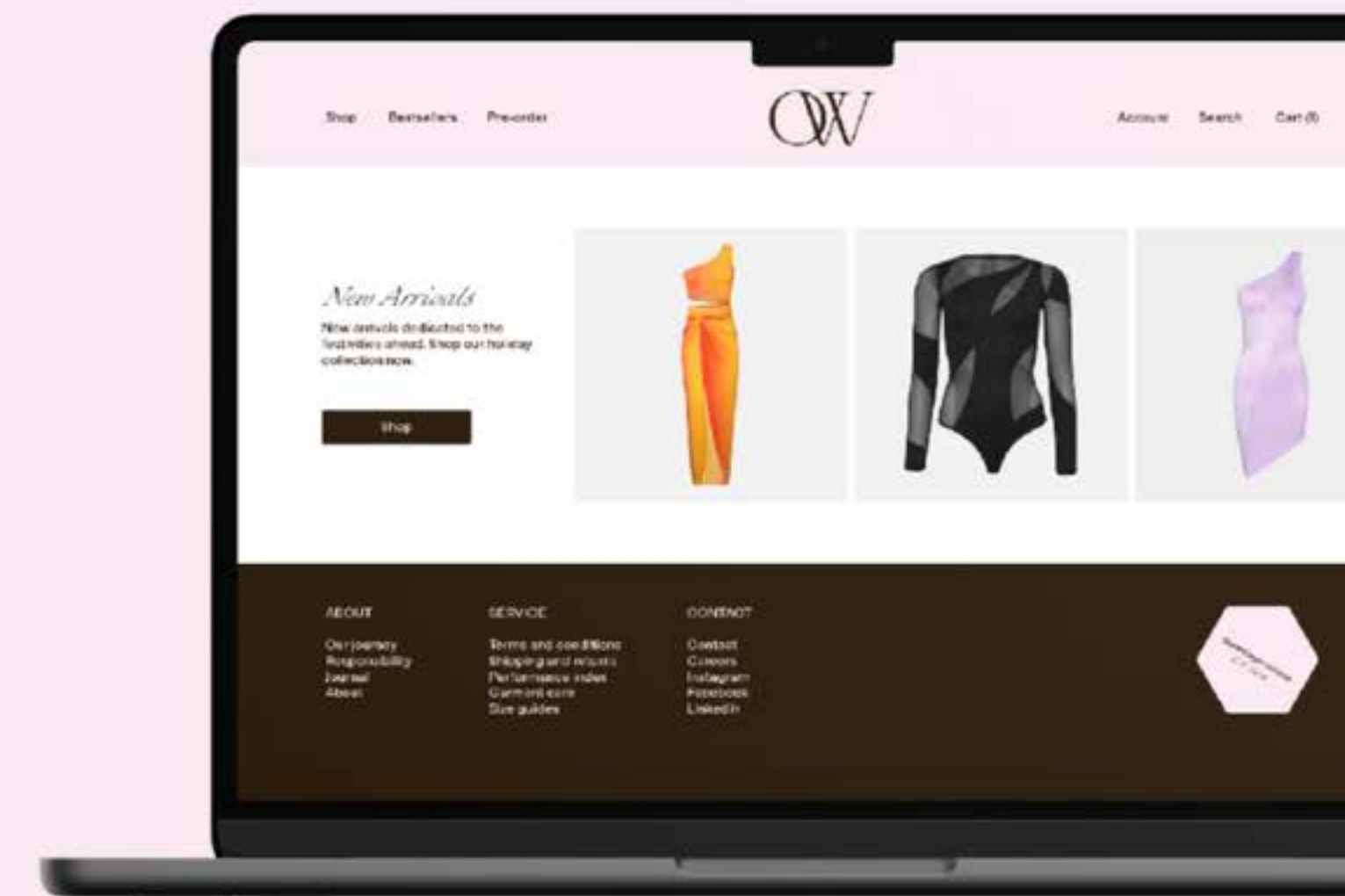
Hangtag

The slow

We offer four main collections per year: Spring/Summer, Pre-Fall, Autumn/Winter, and Holiday.

In addition, our NOOS program ensures efficient replenishment, with re-runners delivered within 6-8 weeks through our strong supplier relationships based in Europe and Asia.

Our collections includes dresses, tops, bodysuits, bottoms, sets, and outerwear. Our clothing range is priced from 100\$ to 600\$, while our outerwear collection ranges from 300\$ to 1000\$.



Apperence

OW has gained recognition worldwide, counting celebrities like The Kardashians, Sofia Richie, Madison Beer, Gwen Stefani, SZA, Addison Rae, and Alessandra Ambrosio among our proud supporters.

Our brand has also been featured in renowned publications such as VOUGE, ELLE, Sports Illustrated, and WGSN, solidifying our commitment to delivering exceptional fashion.

Our presence extends to retailers in 15 countries, and the culmination of our journey is marked by the highly anticipated opening of our flagship store on Melrose Ave. 8215 in Los Angeles.



With roots in Copenhagen minimalism and sleek LA aesthetics, OW celebrates femininity through uncompromised and expressive apparel design. We believe in every woman's right to exude confidence while feeling comfortable. Our collections range from intimates to outerwear in a call to embrace the female body.

OW
COLLECTION
OW.COM

OW



Store sign

OW@OWCOLLECTION.COM

OWCOLLECTION.COM

FOLLOW US
@OW.COLLECTION