

A P O F



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@apieceoffavorite

APOF

APOF is an exclusive womenswear brand established by Danish sisters Kathrine and Frederikke Hviid. APOF - "a piece of favorite"- is based on the idea of creating the favorites we all have in our closets. The sisters create small, unique projects and collections with the strong DNA of APOF.



How they work on circular economy

The design duo believes a thorough design process focusing on functionality, details, and materials creates long-lasting favorites. They focus on extended life, and sustainable fibers, saving our environment's resources and energy. With manufacturing located in Europe, rental collaboration, and a strong digital presence, they strive toward minimising waste and overproduction.

Their bestsellers, cherished for their longevity and versatility are strong examples of long-lasting products where quality, function, and design go hand in hand. These styles are always present in their collections, using fewer resources on adjustments and samples.

