

SELECTED

FEMME / HOMME



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SELECTED

SELECTED is an international fashion brand born and raised in the heart of Denmark. Guided by their Nordic heritage, they create timeless clothing inspired by modern tendencies. Every new collection is designed at their Danish atelier under their Responsibly Crafted philosophy with a natural care for quality and sustainability.



How they work on circular economy

SELECTED had their first Circular by Design capsule (a small collection of styles) that was designed for circularity in 2021.

With their SPRING 23 collection, a second capsule will be launched. The styles are designed in accordance with BESTSELLER's Circular Design Guide, stating that products should be made from renewable, safe and/or recycled materials. Furthermore, the products should be designed with a focus on optimised use of resources. Moreover, the product should be made to last, meaning durable in aesthetics and materials. Lastly, the product should be made with consideration for easy recycling. Each style has a QR code that links to a site with detailed style-level information.

