



LOUISE MEHL

Bringing sweetness and light to the fashion equation is Louise Mehl, with a slightly funky, feminine approach to casual wear characterized by a gypsy, urban attitude. And a focus on knits. From sultry soft cashmeres, cottons and jerseys to satiny silks, Louise's look is informal and unpretentious. A very personal expression of her own concept of beauty with comfort, taking her inspiration from an array of imagery, emotions and sensations. Louise applauds DAFI for their instrumental role in branding Danish labels. "The bigger brands now attract visibility for us small designers," says Louise. "This is already helping all of us, as the success is lifting the level of awareness for the Scandinavian market, causing an interest from buyers who might not have had an interest in visiting Denmark before." Her hopes for this CFW include brand awareness, one or two new markets, the right kind of PR and attracting European, Asian and American agents. If this were a film and we could cut to the next scene... "I would be in my office with my seamstress and my patternmaker working on our first big fashion show, says Louise. "Drawings, fabrics and patterns everywhere, models trying on things for a fitting ..." Catch a glimpse of Louise's dream already well under way at www.louisemehl.dk

