

Company Profile



soft gallery

Handmade novelties

since 2007

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01.The story

Soft Gallery is a childrenwear brand, established in 2007 with Tine Holt Møller as head of design and owner of the brand. Soft Gallery is based in Copenhagen, Denmark.

Every season, Soft Gallery collaborates with both local and international artists. They convert unique seasonal themes into prints and hand embroideries, bringing life to the soft canvas and giving each collection an organic flow with new beautiful impulses and variations. By collaborating with artists, Soft Gallery strives to bring art to the eye level of kids and pass on wonderful and inspiring stories.

The clothes are luxurious and contemporary with an added artistic twist. Soft Gallery places great emphasis on high quality materials and comfortable silhouettes. The designs are honest, timeless and personal.

Tine Holt Møller
Graduated with a Master's Degree in Women's Fashion, from Royal College of Art, in 2000.

She has worked for several design companies before establishing Soft Gallery. Together with her husband, photographer Simon Ladefoged, they live in North Copenhagen and have two kids, Norman and Ida.

**The designs are honest,
timeless and personal.**



— We strive to bring art to the eye level of kids and to pass on wonderful & inspiring stories.

02. Timeline



1993
Tine & Barbara met while studying at Royal College of Art & London College of Fashion.

1973
Tine was born

2007
The Idea of creating Soft Gallery was born and the two first artists collaborations became part of the AW08 collection; Sarah Becker Denmark & Andreas Emenius Sweden.

Soft Gallery has to date collaborated with more than 100 artists from all over the world.

2008
Attended the Kids Fashion fair in Denmark with the first Soft Gallery Collection AW08

2011
The first employee became part of Soft Gallery

2010
Attended the international Fashion fair "Playtime Paris" in France.

2013
The first Soft Gallery Shop in Shop in Illum. Copenhagen's premium department store opened.

2012
The Soft by Soft Gallery & HOME collection was created in collaboration with designer Kristine Mandsberg. Grow with the wise owl all-over print is a strong Soft Gallery iconic print and is still highly popular.

2014
Soft Gallery recieved their first Gazelle. soft Gallery has throughout the years received 3 Børsens Gazelle award

2015
Soft Gallery became part of the Global Organic Textile Standard (GOTS)

2016
Soft Gallery started to introduce capsule collections. A handmade Shoe Collection, Jewellery Collection, Handmade Hat Collection, Sun Glasses, Teddy bear Collection, Athletic By Soft Gallery, Rainwear

2017
10 years anniversary

2019
Tine becomes the owner of Soft Gallery

03. The studio

Soft Gallery's office is based in Copenhagen, in one of Denmark's oldest piano factories, dating from mid-nineteenth century when the pianist and then minister of culture, Anton Reé, and piano maker Ludwig Wulff joined and opened the award-winning piano manufactory. As of 1878, the factory was taken over by the renowned Hindsberg family, and was sequentially bought by Juhl-Sørensen, who still owns and operates the plant.

The Team

Soft Gallery Work Culture

For Tine, it has always been essential to keep an inspiring and positive workplace. One with space for freedom, self-development, good energy and respect - driven by passion, joy, talent and new ways of thinking.

In other words, nurturing the culture and the spirit that has brought the brand to where it is today, and drives it to new heights and horizons.

Awards

Pirouette - one to watch award Ciff Kids, 2019

Børsen Gazelle, 2016

Børsen Gazelle, 2015

Junior Design Award, 2015,

Designer Fashion Brand of the Year – Shortlisted

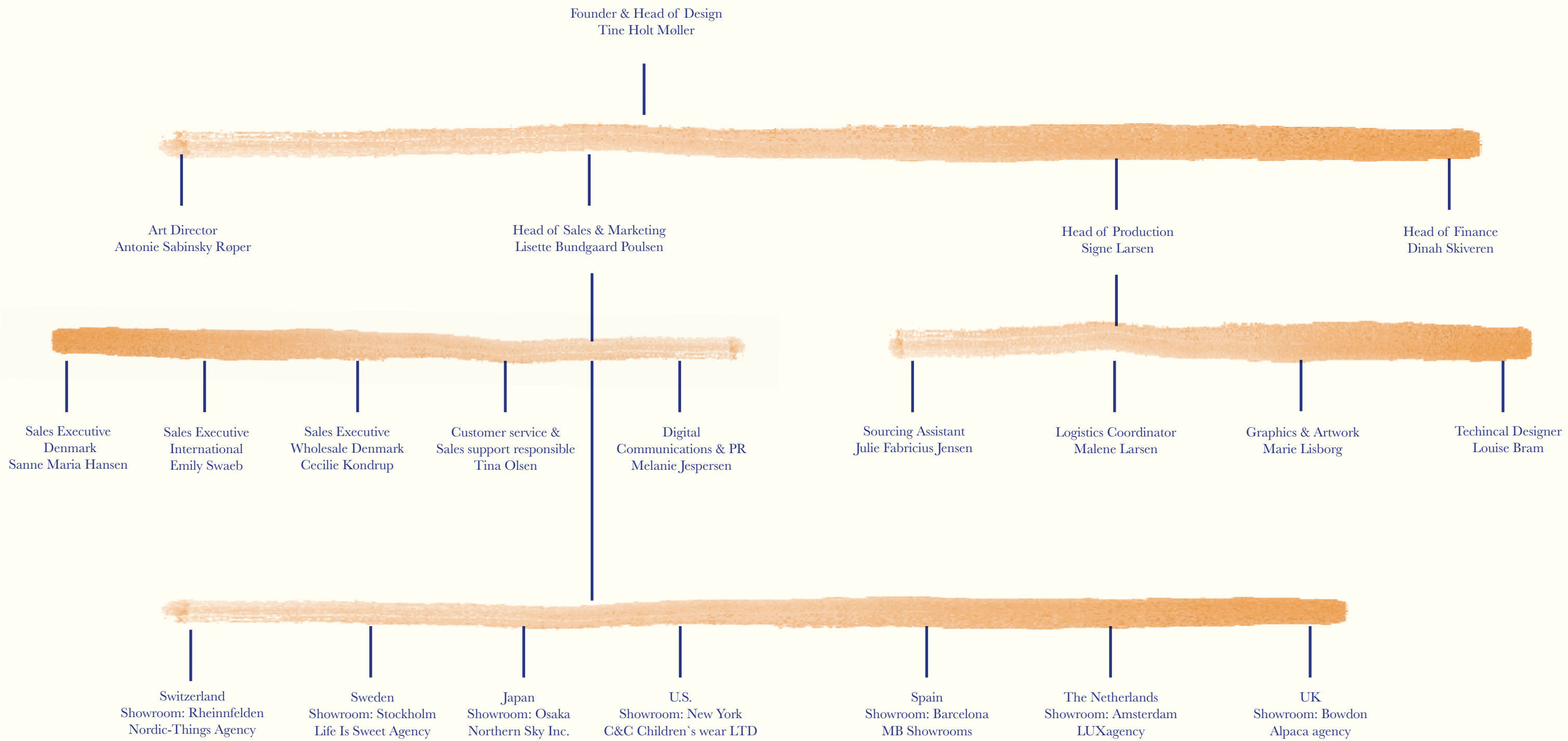
Børsen Gazelle, 2014.

Junior Design Award, 2014,

Designer Fashion Brand of the Year – Highly commended.

“We are a small professional family, with huge respect for each other's skills”





05. Collaborations

The name Soft Gallery is not arbitrary. Like an actual gallery, Soft Gallery is exhibiting artworks on soft canvas and brings them to the eye level of kids. Each season, a refined selection of visual artists from all around the world are invited to collaborate, bringing new stories, inspiration and energies to the brand. Their individual and distinctive talents are featured in the collections as prints and hand embroideries.

10+ years after it was established, Soft Gallery has worked with more than 100 Danish and international artists and collaborate, with various creative companies on projects and capsule collections.

Quote: “By collaborating with artists from around the world and by bridging art and clothing, the children are given a piece of art on canvas.” - Tine

The artists and their artwork are always credited in the tags attached to all styles.

**Andersen & Berner /
Playtype / Stylepit /
Lucky Boy Sunday
/ Rainbow & Snow /
Kasper Bjørke / Stine
Goya / Milledoux /
Lirum Larum Leg /
Handcrafted Cph /
Mado / Bisgaard /
Felicity Marshall
/ MP Denmark /**

06. Unique Selling Points

1. Design & Artwork

- Artwork & craftsmanship
- Color & fabrics

2. Quality

- Durability
- Softness

3. Sustainability

- Organic & GOTS certified
- Ethically and morally responsible

4. It's personal

- Poetic & luxurious
- Timeless, personal and honest

07. The Soft Gallery Baby Girl

The Soft Gallery baby girl is charming and curious, delicate yet strong. She wonders what is behind each corner, peeking through her mother's shoulder. Paying attention to the littlest of details. Bright eyed and full of life.

The Soft Gallery Baby Girl is adorable, lovable and full of wonderment.

Collections run from size 0 – 36 months.



08. The Soft Gallery Baby Boy

A playful and quirky, true breath of fresh air. He is a sweet soul always ready for hugs and kisses. An adventurous, little statement maker. He is happiest running wild and exploring new places.

The Soft Gallery Baby Boy is cuddly, genuine and a true animal lover.

Collections run from size 0 – 36 months.



09. The Soft Gallery Junior Girl

Is never constrained by convention. The one who stands out in the crowd. Will always speak her truth and take a stance for her beliefs.

An open-minded individual. She feels emotions very deeply and cares for all forms of life. A free-spirited poet. Lover of flowers and dancing in the rain.

The Soft Gallery Junior Girl is one of a kind.

Collections run from size 2-14 years.



10. The Soft Gallery Junior Boy

Has a laid-back and relaxed vibe. A city dweller.
He is a thinker, an artist. Wise beyond his years.
Creative and bold, yet patient and caring.

The Soft Gallery Junior Boy is understatedly cool.

Collections run from size 2-14 years.



11. Collections

Soft Gallery creates two main collections per year, Spring / Summer and Autumn / Winter, A swimwear collection and drops capsules in between them.

The brand also has the NOOS category called Soft by Soft Gallery & Home which includes the AOP owl print, the Mini Splash and the Signature collection.

12. Swimwear Collection



Soft Gallery's swimwear is all UV protective, reflecting away harmful rays from the baby and child skin with UPF 50+. Made from the highest quality materials, the bathing clothes are comfortable and easy to wear allowing freeing all movements. the designs are unique and timeless with modern, sophisticated twists,



13.The Owl Collection

Soft by Soft Gallery & HOME

A poetic and pure collection filled with everyday favourites, made from the heart in the softest organic and GOTS certified cotton. A gentle love story with products specifically designed to give the ultimate softness and comfort to the sensitive and delicate skin of our children.

Unique and timeless everyday essentials for our little loved ones, adorned with the beloved allover owl print in a variety of gentle colours, for both boys and girls, that match seamlessly with the seasonal collections.

The collection contains a wide range of everyday soft favourites from bodysuits, bed linen, nursery bags, blankets, muslins, toilet purses, leggings, pants, beanies, and the newly added owl swimwear.



14. The Splash Collection

SOFT
BY SOFT GALLERY



soft gallery

EVERYDAY SOFT FAVOURITES

The splash print has been a part of Soft Gallery's creations since the early beginnings. We first used the technique ten years ago, splashing paint on envelopes and packages delivered to customers in order to bring an extra drop of happiness.

Loved by many, this small experiment has ever since become a long-lasting project. Transferred on canvas, the paint drops were successfully reinvented over and over again throughout several collections, from smaller to bigger drops and in different colors.

Soft Gallery's signature print is reinvented in Peach Perfect, Aop Mini Splash Rose, Ocean Grey, Aop Mini Splash Blue and Fluffy Sky, Aop Mini Splash cream. The collection runs in sizes from newborn to two years with the exception of the pajama that comes in junior and adult sizes.

The collection also brings a wide range of soft and timeless accessories. All the products are made of luxuriously soft organic GOTS certified cotton, creating an everyday essential for our little loved ones.

We hope you will enjoy this special collection!

15. Signature Classic

“Grow wise with the little owl”

The Signature Classics collection contains a wide range of soft and timeless essentials for both baby and junior

The little Soft Gallery owl has been part of the brand’s family and journey since the very beginning. As a symbol of wisdom and Soft Gallery’s iconic logo, it’s no coincidence that the little owl joins the permanent Signature Classics collection.

– Soft Gallery bestseller styles in beautiful solid colors. A GOTS certified collection made from the finest organic cotton.

Signature Classics

Grow wise with the little owl



Organic essentials

soft gallery

16. Collection timeline



17. In the press

Soft Gallery is regularly featured in top national and international publications, online and in print: Milk Magazine, Milk Collections, Mum, Mama. Kid's Wear Magazine, Kid's Collections, Luna Magazine, Luna Lookbook, Lunamag.com, Doolittle, Tøj, Vores Børn, The New Story, Kinda Magazine & Kikimora,

Latest interviews:

Lunamag.com + kid's wear magazine

Window displays and installations:

Harrods, Zirkuss, Tinderbox, Pomme de Jus.

Influencer marketing:

Soft Gallery has an active relationship with Danish and international influencers, from micro to macro accounts, with matching imagery and high engagement rate.



18. CSR

Here at Soft Gallery, we are ethically and morally responsible for everything that we do. All SOFT by Soft Gallery items are made from high quality organic cotton and the majority of them are also GOTS certified. By nature, all items that contain filling / lining material or have gold or neon color in the artwork or print are not GOTS certified, however, they are still made from organic cotton.

Soft Gallery is constantly working on adding more organic and GOTS certified styles to its collections. Our focus on high quality and long-lasting items is another approach to sustainability - creating clothes that can last and be passed over to the beloved ones.

Soft Gallery is proudly certificated with GOTS, and works with BSCI and sa8000 certified factories.



19. Sales & Showrooms

Showrooms

Denmark
Copenhagen
Soft Gallery HQ
wholesale@softgallery.dk
www.softgallery.dk

Sweden
Stockholm
Life Is Sweet Agency,
pia@lifeissweet.se
www.lifeissweet.se

Japan
Osaka
Northern Sky Inc.
masa@paddlersuk.com
www.northernsky.jp

Switzerland
Rheinfelden
Nordic-Things Agency
lara@nordic-things.com
www.nordic-things.com

Netherlands
Harderwijk
LUXagency
erna@luxagency.nl
www.luxagency.nl

Spain
Barcelona
MB Showrooms
mar@mbshowrooms.com
www.mbshowrooms.com

USA
New York
C&C Children's wear LTD
carmelite@CC-Childrenwear.com
www.cc-childrenwear.com

UK
Bowdon
Alpaca agency
karen@alpacaconsultancy.co.uk

Shop - in - Shop

ILLUM
Tinderbox
Frederiksholms kanal 4 3. tv
1220 Kobenhavn K
www.illum.dk/dk/kids

CPH Airport
Tinderbox
Varegård Øst, Flyvervej, Tværvej E
2770 Kastrup
www.cph.dk

FREDERIKSBERG CENTERET
Tinderbox
Falkoner Alle 21, 3floor, 4020
2000 Frederiksberg
www.frbc-shopping.dk

WATERFRONT SHOPPINGCENTER
Tinderbox
Tuborg Havnevej 4-8
2900 Hellerup
www.waterfront-shopping.dk

ILLUM BOLIGHUS
Amagertorv 10
1160 København K
www.illum-bolighus.dk

MAGASIN DU NORD
Kids department
Kongens Nytorv 13. 4floor
1095 Copenhagen K
www.magasin.dk

MAGASIN ODENSE
Kids department
Vestergade 20, 1 floor
5000 Odense C
www.magasin.dk

MAGASIN LYNGBY
Kids department
Lyngby Hovedgade 43
2800 Kongens Lyngby
www.magasin.dk

MAGASIN ÅRHUS
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