



**FOR IMMEDIATE RELEASE**

**SKAGEN DESIGNS UNVEILS NEW TRADE BOOTH  
AT JCK LAS VEGAS SHOW THIS MONTH**

**-- Design Reflects Danish Spirit, Craftsmanship and Technology of Brand --**

**May 27, 2008 – Las Vegas, NV** – Skagen Designs, in line with its 2008 global campaign launch “the elements of Danish design”, will debut a new designer trade show booth at the JCK Las Vegas Trade Show May 30<sup>th</sup> – June 3<sup>rd</sup>. The booth was built to reflect the creative Danish spirit behind the Skagen Denmark Collections of watches, jewelry and sunglasses, with clean, elegant designs, skillful craftsmanship and technical perfection.

Behind the term “Danish design” lies a theme of clean lines and contemporary style. The new Skagen designer booth features such components, from its main white frame and metallic sign to the natural maple hardwood flooring and displays. Walk in to the booth and be immediately transported into a light, airy space filled with elements of Danish design, from images of the Skagen seas, to grass, flowers and seashells surrounding the displays. The booth structure itself was inspired by the craftsmanship of Skagen architecture, where edges are rounded, lines are smooth, and colors are motivated from surrounding nature.

“Skagen is excited to introduce our new booth at this year’s JCK show,” explains Henrik Jorst, co-owner of Skagen Designs with his wife, Charlotte Jorst. “We have built our company, up to this moment, to incorporate our inspiration in all that we do, from products to marketing – and now through our booth – at all our US trade shows. We are proud to unveil the booth at JCK. This is our 13<sup>th</sup> year exhibiting at this show and is the perfect place for such a grand event.”

At JCK, Skagen will introduce its Fall 2008 Collections of Skagen Denmark Watches, Jewelry and Shadows. For this season’s watch collection, Skagen introduces new shapes and fabulous color combinations of rose gold and brown, silver, red, black and gold. The Skagen Denmark Stainless Steel Jewelry Collection will be showcased for the second year at the show, sharing with retailers the beauty and integrity of stainless steel pieces combined with affordable pricing. After exceptional reception during its international debut at BaselWorld in Switzerland, this line - featuring bracelets, necklaces, earrings, pendants and rings - is poised for continued growth and is quickly becoming recognized as a distinctive, innovative and stylish product line. The Skagen Denmark Shadows will be on display as well, featuring sunglass styles in Steel, Titanium and Acetate. These latter categories are set to broaden Skagen’s influence on the accessories market, and continue its signature contemporary style across genres.

**-more-**

The Skagen Collection of products is available at better department stores and specialty retailers nationwide, as well as online at [www.skagen.com](http://www.skagen.com).

Skagen exhibits at JCK annually, “where the latest awe-inspiring designs and most sought-after fashion trends are showcased in an environment combining a plethora of special events with the industry’s broadest selection of jewelry, gems and timepieces.”

### **About Skagen**

On the northern-most peninsula of Denmark where the North and Baltic seas merge, the picturesque beaches of Skagen offer respite from the commotion and complexity of modern life. It is no wonder countless artists have made their pilgrimage here to capture the stark, elemental beauty of the sea, the light, the air and the sand.

Nearly two decades ago, Copenhagen émigrés Henrik and Charlotte Jorst founded Skagen Designs on the same aesthetic ideals that inspired those artists. Skagen produces everyday works of art that prize simplicity over embellishment and harmony over extravagance. Merging natural, high quality materials with clean, uncomplicated composition, Skagen epitomizes the beauty of Danish Design.

**###**

### **PRESS CONTACT**

Debbie Burke  
DMB Public Relations, Inc.  
(212) 986-1153  
[dburke@dmb-pr.com](mailto:dburke@dmb-pr.com)

Samantha Slaven  
Samantha Slaven Publicity  
(323) 650-5155  
[samantha@samanthaslaven.com](mailto:samantha@samanthaslaven.com)