



ILSE JACOBSEN HORNBAEK IS GRANTED EXPORT AWARD IN THE US

This year, The Danish Export Association has awarded His Royal Highness Prince Henrik' Medal of Honour to the Danish lifestyle brand ILSE JACOBSEN HORNBAEK for their export in the USA. The prize is awarded to a company demonstrating outstanding profits over the last five years and promoting Danish products and services abroad.

Since ILSE JACOBSEN HORNBAEK, together with Lines of Denmark, began to sell products to the US market, they experienced a growing demand, which has required a lot of hard work:

"We are incredibly proud and happy to receive this award, and it is a huge pat on the back to all the people who have worked so hard to succeed in this market," says the Founder, Ilse Jacobsen.

Director and owner of Lines of Denmark, Troels Engholm, has been responsible for the sale of ILSE JACOBSEN HORNBAEK at the US market and was recognized for his ability to convey the Danish storytelling.

The Medal of Honour was handed over at a special event in New York by Her Royal Highness Crown Princess Mary on behalf of the Danish Export Association: "Troels Engholm is known for his empathic approach to doing business and has managed to settle exciting partnerships due to his ability to tell an appealing Danish story with passion and engagement.

ILSE JACOBSEN HORNBAEK is one of the brands that has seen the success that Troels has secured several Danish fashion brands., "says Tina Pilgaard, Deputy Head of Trade & Director of Design Direct at Danish Export Association.

Growing exports also come as part of the growth journey the company is taking on and the success of the United States is built upon a strong cooperation with Troels:

"I would like to thank our loyal customers for the trust they place in our company daily and our staff, sales organization and suppliers for their diligent effort and hard work on our behalf. Obviously, without their dedication and support our success would not have been possible.," says Troels Engholm, Director and Owner at Lines of Denmark.

Besides Her Royal Highness Crown Princess Mary, the Danish Prime Minister, Lars Løkke Rasmussen, and several Danish and American ministers was there to congratulate both Lines of Denmark and ILSE JACOBSEN HORNBAEK.

This year, ILSE JACOBSEN HORNBAEK are celebrating the 25th anniversary, which is marked with an exclusive XXV collection, which has just been launched. The collection consists of rain ponchos, rubber boots and accessories, which is launched in a special platinum colour that symbolizes the triumph of having combined functionality and style in one and the same brand:

"We have the fundamental belief that you should never compromise your self-esteem as a result of the clothing you are wearing," says Founder and Designer Ilse Jacobsen.

ILSE JACOBSEN
HORNBAEK