

SPRING // SUMMER 2015



N^O₄

PROFILE ON
ANDREA
ELI SABETH
RUDOLPH

THE ECCO
LEATHER OPEN
CIRCLE LAB

FINE LIQUORICE
BY JOHAN
BÜLOW



At ECCO, we take pride not only in how we make our shoes, but also what informs our philosophy and what other people we draw inspiration from. This is a little window into our world, and we hope you enjoy reading it as much as we have enjoyed putting it together.

- 04** Everyday Woman
- 08** Up Close & Personal
- 14** Men's Formal
- 18** The Open Circle Lab
- 28** Simple Sophistication
- 30** For The Love Of Fine Liquorice
- 36** ECCO Walkathon
- 48** Sweden By Design
- 58** Behind The Caden
- 62** Cool From Every Angle
- 66** All Adventures Possible
- 70** Pushing the Limits
- 74** What's In Your Bag?
- 78** Fanø Before Fall
- 86** Where To Find Us

To learn more about ECCO
check out ecco.com



SS15

For the ECCO Spring/Summer 2015 season, we challenged ourselves to new experiences.
And we collected some insights and interviews along the way to share with you.

In this issue, we talk with Andrea Elisabeth Rudolph about skincare, up close and personal.
We go inside the Open Circle Lab to reveal how we are rethinking leather.
And we learn about the love of fine liquorice from Johan Bülow.

So sit back. Kick off your shoes (or leave them on!) and take a trip into our world.



EVERYDAY WOMAN





Spanning a range of innovative and elegant designs, our Dress Comfort Collection offers timeless style with unmatched comfort.

Life requires your full attention. Your shoes should never slow you down. With our Dress Comfort Collection, you can feel good and look your best through all the challenges (and delights) of your busy day.



MEET ANDREA

SKINCARE

UP
CLOSE

& PERSONAL

WITH ANDREA ELISABETH RUDOLPH

“ I AM COMMITTED TO THE CLASSIC VIRTUE OF MAKING AN EFFORT. I LOVE WHEN SOMEONE TAKES THE TIME TO COOK ME A TASTY MEAL, SET THE TABLE NICELY AND MAKE IT A SPECIAL TREAT... ”

It might be a cliché, but nonetheless it is true. Change must come from within and always starts with the (wo-) man in the mirror. To CEO and owner of Danish beauty brand Rudolph Care, Andrea Elisabeth Rudolph, a Greenpeace test kicked off her personal journey towards green awareness. In less than a decade, she has gone from ordinary consumer to the science lab, the Amazon River and back and today runs the first eco skincare brand in the world to be carrying the Nordic Ecolabel as well as the organic certification ECOCERT. Danish beauty brand “Rudolph Care” was founded just 6 years ago but is already a modern skincare classic. The advanced eco certified products for body and face are continuously voted “best in test”

and since 2009, the brand has won a number of prestigious prizes for its many amazing properties.

Looking back, however, Andrea Elisabeth Rudolph – 38-year-old founder and CEO of Rudolph Care – never imagined a career in the beauty industry. On the contrary, she thrived in her job in the media business and was about to become a mother, when taking a Greenpeace test made her change her life forever. The test proved Andrea’s blood packed with harmful chemicals, many of which came from the beauty products she had treated herself to throughout the years. To Andrea the test became a revelation, but it



also became the start of an honest and very personal beauty concept designed to give her what she failed to find anywhere else. High quality, non-toxic, luxurious skincare in delicate wrapping, which makes green skincare an attractive consumer's choice, not a tolerable compromise.

As an amateur on a mission, Andrea Elisabeth Rudolph has always been a different voice in the beauty industry. The focus of Rudolph Care is, she tells us, that of the consumer, not the manufacturer, and when taking matters into her own hands with a dedicated team of experts Andrea chose transparency and honesty as brand pillars. Here, certification is key, as it is impartial and transparent and the consumer's best friend in the beauty jungle. Thus, Rudolph Care is the first brand in the world to combine the Nordic Ecolabel and the organic certification ECOCERT, to secure the consumer that all products from Rudolph Care have minimal environmental impact and are 100% free from parabens, synthetic perfume, synthetic colours, essential oils and animal testing.

Choosing the narrow path of certification means limiting the range of skincare ingredients drastically. In addition, Rudolph Care is 100 % free from the 26 allergenic perfumes that should be avoided according to the Danish Ministry of the Environment and the EU. Fortunately, Rudolph Care discovered the power of "acai". A small, purplish berry from the Brazilian rainforest highly enriched with antioxidants, vitamins and minerals. Rudolph Care was one of the first to introduce acai in beauty products in 2009 and today, the natural "superfood" is the main ingredient of all Rudolph Care products.

From her many travels to Brazil, Andrea knew about the great effects of acai, but working professionally with acai also threw in a positive side effect. Although all products by Rudolph Care are made in Denmark, the acai berry

only grows in the rainforest. As such, the harvest of the acai has become an important source of income to the native Indians and at the same time, helps preserve the rainforest. Working closely with a local intermediary, Rudolph Care supports the livelihood and education of 200 families along the Amazon River, sending the kids to school while the adults do the harvest. A holistic production process, which stresses the brand's strong belief in making small changes today for the generations to come.

When asked about her lifestyle change, the success of Rudolph Care and her role as the "watchdog" of eco conscious consumers in the beauty jungle Andrea Elisabeth Rudolph points to her love of a good challenge and her ability to perform under pressure. Testing positive for dangerous chemicals in her blood turned her life, as she knew it upside down, but it also forced her to put her money, where her mouth was and deliver the best product on the market. In today's modern world, it is difficult and time consuming to make the right choice in every aspect of life – with Rudolph Care Andrea hopes to have made green skincare a natural choice since there is no reason to settle for less.

“WITH RUDOLPH CARE, I HOPE TO GIVE THE CONSUMERS THE SAME FEELING OF COMMITMENT AND CARE.”

Andrea E. Rudolph



SPRING // SUMMER 2015

MEN'S FORMAL



STYLISH, SMART AND COMFORTABLE

The ECCO Men's Formal collection marries classic styles with forward-thinking design, creating shoes that are as nice to look at as they are to wear.

Don't compromise comfort for style. We put your feet first when designing our shoes, leaving you with sophisticated looks that can keep you going all day.





OPEN CIRCLE LAB

ecco® LEATHER

“ THINGS ARE ONLY IMPOSSIBLE

UNTIL THEY ARE NOT ”

Panos Mytaros

RETHINKING LEATHER

When Karl Toosbuy first paved the way for the creation of a premium international tanning network by announcing: “I stand up today and say I will set-up my own tannery”, he was challenging his team to reconsider everything they thought they knew about leather. Decades later, we still start each day with that same challenge.

THE OUTSIDERS MEET THE INSIDERS

Healthy progression requires a healthy circulation and several years ago we recognized that our R&D process was a living thing and it needed a steady supply of new oxygen in order to remain dynamic.

The only barrier to ensuring that happened was fear. It’s only natural that tanneries like ours would be reluctant to open the doors of their R&D centres and share their know-how

directly with outsiders. But we knew that inviting creatives directly into our kitchen was the only way we were going to achieve the kinds of breakthroughs in tanning that we dreamed about. We needed to embrace new perspectives and ideas from the outside. To us, this was like oxygen. Progression was going to have to be “provoked”, and we were going to need “provocateurs”.

Back in 2007, we first threw open our doors to the outside. We developed the first of our now annual 3-day intensive Hot Shop development events and we invited the most thought-provoking community of creatives we could find to participate. Some came from within the design studios of our existing clients; some came from small ateliers or large agencies with whom we’d never previously worked. It was a little scary, but it was more exciting.

ECCO LEATHER .
SO MUCH MORE
THAN JUST LEATHER

ECCO Leather has invested in a rich tradition of hosting collaborative multi-disciplinary creative laboratories aimed at uniting designers, buyers, production managers, marketers and leather technicians at its annual Hot-Shop events.



WORKING EVERY DAY IN THE OPEN CIRCLE

ECCO LEATHER DESIGN STUDIO



The spirit of provocation and rethinking leather doesn't wait around for special events or visiting provocateurs. Over time members of our team have learned to provoke each other. Our in-house team includes the world's most creative full-time leather designers as well as the industry's most experienced tanning technicians. Together this unique collective ensures that our Open Circle approach to leather development remains central to our brand's DNA everyday they come into the studio.

www.eccoleather.com

ECCO LEATHER LIBRARY

The outcome of their passionate daily pursuit can be seen in the ECCO Leather Library, the onsite leather archive that forms a foundation of our Leather Design Studio in the Netherlands.

THE INPIRATION VAULT

Their obsession with leather's past, present and future can also be seen in the studio's collection of rare leather specimens and vintage leather items carefully collected and preserved within the Inspiration Vault, a quiet reminder of the tanning's deep roots and the thousand-year tradition to which we strive to contribute.

The creative process underpinning each of ECCO Leather's boldest innovations is characterized by our highly unique "Open Circle" development approach. We've invested in a rich tradition of hosting collaborative multi-disciplinary creative laboratories aimed at uniting designers, buyers, production managers, marketers and leather technicians at our annual Hot Shop, Dream Factory and Tanner's Academy events. These exercises allow a diverse group of creatives direct access to the tannery floor where they work with experienced tanners to push the boundaries of what leather can do.

The high-energy, out-of-the-box attitude, cutting-edge onsite processes and unique spirit of fun characterizing these events quickly established an international reputation. We've been thrilled to receive invitations from world-renowned exhibitions like Berlin's Bread & Butter, and jumped at the opportunity to take our show on the road and share our passion for rethinking leather with a wider audience. These road shows have included elements like:

THE TANNER'S BAR

Visitors are invited to design and produce a custom leather item, including a full selection of leather in a wide spectrum of colours, textures and finishes, including rare examples of new tanning innovations from our R&D centre in The Netherlands.

THE DREAM FACTORY

We have set up pattern-tables, dying-stations, on-site tumbling and waxing, stitching units, object-washing, and even a portable laser-engraving booth to help visitors realize their dream leather in final product, from luggage-tags to iPhone covers, from tablet cases to tote bags.

LIVE GUEST PROVOCATEURS

Designers within our international creative network join us on-site working on specific innovations with leather technicians from the tannery – fully manifesting the "Open Circle" creative approach and allowing visitors to engage with this special development process.

INSTAGRAM DESIGN CONTESTS

Leading up to an event, we've invited our Instagram followers to submit their dream product design and awarded the winners with a chance to create their concept in leather, working directly with a dedicated team of tanners, stitchers and finishers right there at the event.

INNOVATIONS GALLERY

Examples of products featuring innovative qualities from ECCO Leather are put on view providing a sense of what is possible when visionary designers work directly with a committed progressive tannery.

NOMADIC EVENTS:

THE OPEN CIRCLE ON THE ROAD



INNOVATIONS

ECCO Leather develops highly progressive leather qualities for some of the industry’s most iconic contemporary designers and brands. Recent developments have included:

OXATAN®

Named partly for lively essence, OXATAN® delivers the time-less touch and character of true vegetable tanning as well as the stability of chrome without the weight associated with either. And like our new SPECTRA tanning technology, OXATAN® tanning is taking its place alongside more conventional processes in order to broaden the creative range available to our clients as they seek to push heritage leather product-design into the next millennium.

SPECTRA®

SPECTRA® is founded on the simple-to-ask but harder-to-do concept of creating a brighter, whiter pre-tan base in order to exploit the potential impact of dye and finishing treatments. Based on the simple, natural and divinely universal concept of colour-refraction, the key for us was to start with the brightest, freshest and purest “true white” pre-tan possible.

ULTRATHIN®

The development team in our Open Circle Lab spent over two years perfecting our new ULTRATHIN® tanning technology. The result was the creation of an advanced Micro Split process and launching of our new ULTRATHIN® range. Now visionary product designers in the technology and electronics segment can integrate the timeless character of genuine premium leather within cutting-edge hi-tech industrial design.

ROUNDKOLOR®

ROUNDKOLOR® tannage springs directly from long-standing love affair with highly saturated colour-through pigmentation and our uncompromising attitude toward premium touch. ROUNDKOLOR® unites these features with a soft and natural overall handle distinguished by its “roundness” - the

leather rolls confidently on the fold creating a look and feel, that is resolutely modern and undeniably fresh.

EVERMEMOR®

EVERMEMOR® by ECCO Leather was developed as a pure celebration of leather’s natural “memory”. In its most authentic state, premium leather is famous for its remarkable ability to record and reflect the form of the wearer over time. And equally the surface itself records both wear and weather as it mellows slowly over months and years of use.

OILDRUM®

OILDRUM® leather qualities are inspired by workwear textiles bedford cords, workwear sateens as well as waxed canvas fabrics. It employs rugged camel hide and is treated to a unique combination of milling and brushing prior to being fully impregnated with a mix of oils and waxes “in the drum”. This recipe results in a quality evocative of classic waxed cotton while delivering outstanding real world waterproof-flexible performance characteristics.

BOND®

BOND® is the fusion of two hides back-to-back creating a quality distinguished by the unique appearance of full grain on both front and back surfaces. The bonding of twin hides into one quality also creates added body and a superior ability to be formed and sculpted by the designer.

KROMATAFOR®

Our dynamic new KROMATAFOR® tanning process produces a breath-taking colour-shifting leather that both challenges the limitations of conventional leather performance as well as celebrates pure optical indulgence. Triggered through temperature change, the intense surface hues of KROMATAFOR® morph and crossfade when exposed to either direct or indirect temperature variation creating unrivalled visual intrigue.

GLOW WORM®

GLOW WORM® leather glows in the dark. Combining exotic skins such as full- grain yak with a unique drum-tan recipe that employs a special blend of oils and phosphorescent agents, the team at ECCO Leather was able to create an effect that is at once both futuristic and primitive as veins and streams of otherworldly light play hide-and-seek within the natural crevasses of the hide.

ANTELOPE YAK®

ANTELOPE YAK® was developed specifically for the BIOM program at ECCO Shoes. Made from yak, it is extremely durable and lightweight due to the thin substance. The embossed nubuck surface makes it more scratch resistant, while Hydromax oil treatment repels water.



The bonding of twin hides into one quality also creates added body and a superior ability to be formed and sculpted by the designer





THE LEATHER PROVOCATEURS

Seven years later we've now established a tradition of open interactive development events. Hot Shops, Nomadic Labs, Dream Factories, the Leather Academy... Taken all together these represent the Open Circle® R&D process that has become the foundation of every new leather created. And at the centre of it all is a rotating cadre of outside provocateurs.

MARISA GIANNASI AND CALLUM ROBINSON

METHOD STUDIO AND THE ROBINSON BRAND - Edinburgh

Known for their unique approach to luxury craftsmanship, Method Studio have executed commissions for Vacheron Constantin, Jaguar and Globe Trotter, featuring ultra-refined combinations of cabinet making and leatherwork.

The Result is Innovation. Marisa and Callum launched their Robinson brand at our Dream Factory in Berlin. In the process, they provoked our team toward the development of VESPER BLACK®, WAX JET CAMO® and VOLUTO VIBRANT®.

www.methodfurniture.co.uk

MATTEO GIOLI

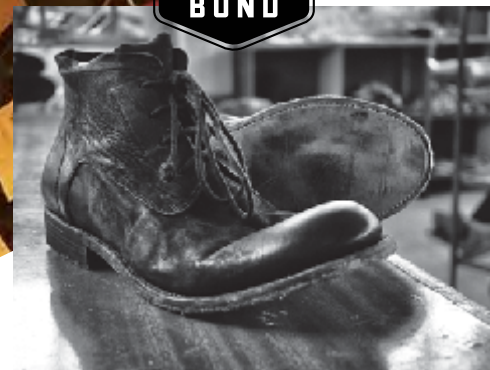
SUPER DUPER HANDMADE HATS - Florence

Every Super Duper Hat is completely handmade involving many hours spent transforming high quality raw materials into authentic artisan products. Each hat is a creative jewel inspired by the suggestion of the moment and is the result of a traditional process that is almost totally lost in the chaos of mass production. The Result is Innovation. Matteo's vision of a highly pliable, incredibly thin leather capable of retaining the natural beauty associated with vegetable tanning helped inspire the creation of our new OXATAN® range of leathers.

www.superduperhats.com



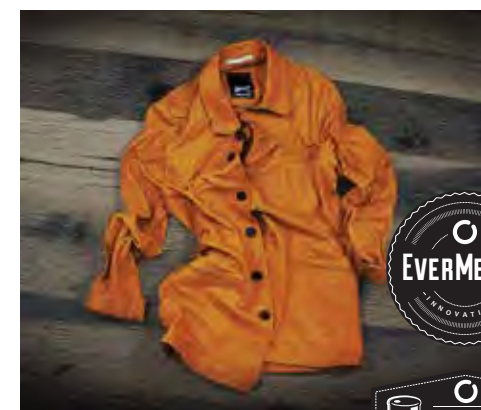
ECCO LEATHER - OPEN CIRCLE LAB



ROALD NORE

THE LAST CONSPIRACY - Copenhagen

Last Conspiracy develops functional and essential footwear with a rich, artistic ethos and a distinctly post-modern attitude. Each collection is built on a premise of experimental progress with a deep commitment to the evolution of new material treatments and artisanal construction techniques. The result is Innovation. Roald's intense focus on retaining full grain substance and primitive texture over footwear toe and vamp forms helped inspire our back-to-back BOND® leathers. www.thelastconspiracy.com



LIAM MAHER

DENHAM - Amsterdam

Liam Maher and the team from DENHAM are outspoken proponents of the brand's mantra; "Worship Tradition, Destroy Convention". They seek to preserve the essential quality and craftsmanship associated with the past while simultaneously moving toward modernity. They take regular inspiration from vintage garments and forgotten constructions, but think nothing of cutting into these very same archives to see what makes them tick. The result is Innovation. Their collaboration with ECCO Leather enabled them to apply this same ethic to the raw materials themselves and led to both EVERMORE® and OIL DRUM® technologies, both of which balance heritage work wear. www.denhamthejeanmaker.com



S I M P L E

S O P H I S T I C A T I O N



ECCO Leather Goods offer clean and timeless designs that complement any outfit. Created with unique shapes that adapt to your body, the ECCO Sculptured Collection is made from soft, rich Sun and Sense ECCO Leather.

Created in tonal Desert and Dust pastels, all of these designs are finished with modern and elegant gun-metal hardware.

Iconic works of Scandinavian minimalism to match your modern look.

JOHAN BÜLOW

FOR THE LOVE

OF FINE

LIQUORICE



Denmark is known throughout the world for its great foods, from Danish pastry to the New Nordic Cuisine and the world's best restaurant, Noma. Despite only 5 million citizens, our small country in the cold North holds a special tradition for passion, innovation and culinary craftsmanship. Next in line for stardom is Johan Bülow, who is about to teach the world about fine liquorice at the age of 30, and with quite a story to tell...

It all began at the rocky island of Bornholm, Johan tells us. In the summertime it's a holiday paradise and as such, the perfect place for a young boy to start selling ice cream on the beach at the age of 14. Recognizing a business opportunity when he sees one, however, was not new to him. Since childhood, Johan's mother urged him to make a business of his own. Not just as a way of living, but from the heart and with passion, and as an adult Johan decided to make liquorice the centre of his business adventure. Most Danes love the black and chewy candy, but Johan wanted to take on the rest of the world too, putting the fibrous root high on the culinary agenda. Not only as a sophisticated organic sweet treat made in Denmark, but also as a tasty flavour in everything from food to baked goods. In short, "LAKRIDS by Johan Bülow" was born.

Since fostering the idea of her son becoming "the king of liquorice", Johan naturally produced his very first liquorice in his mother's kitchen. He was then only 23 years old and soon realized that turning his ideas into action was not as easy as expected. In fact, the charismatic candy pioneer had to consult a liquorice factory in Sydney, buy a special pot from Chicago, and try endless recipes before finally presenting his "debut collection" to the tourists at Bornholm in July 2007. Every single piece was sold within less than 3 hours and the rest is, as you say, history.

Johan went to Manchester investing all he had and much more in a machine for advanced liquorice production and 7 years and thousands of kilos of liquorice later, Johan Bülow's love brand has turned into an urban and international business. Today, production takes place at a new 3.500 m² facility in Hvidovre, just outside Copenhagen, in order to meet the demands of six Danish LAKRIDS by Johan Bülow shops and the requests from dealers in more than 16 different countries, from Norway to Dubai.

One thing remains the same though; the uncompromising quality and love for liquorice shared by Johan and his loyal staff, which includes several old friends and family.

When asked about the recipe for success Johan Bülow's answer remains the same as in 2007. To him passion, craftsmanship, honesty and hard work are key, and he is convinced that people are willing to pay a little extra for premium products once they see and taste the quality of an organic product made from uncompromising





LAKRIDS

BY JOHAN BÜLOW

The story of Lakrids by Johan Bülow
Once upon a time in 2007 on the small Danish island of Bornholm, there was a young man named Johan. His mother had raised him so that he could create something "great" - not just for a living, but from the heart. For Johan there was no doubt. He loved liquorice and thought that an entire new world of pleasure laid hidden in the raw liquorice root.

Today Lakrids by Johan Bülow is one of the most famous brands, not only in sweets, but also when it comes to the new Nordic cuisine. From the beginning Johan wanted to turn liquorice into a gourmet experience. Nothing less. And he succeeded.

All products are made from natural ingredients, and most of them contain gluten since we make them from rice flour. But not least we have added a lot of love. This is an additive that you can only feel when it is there. It is with great pride that we present the full range of Lakrids by Johan Bülow. We love the magic of the black magic.

But beware, it can be highly addictive.

quality. Taste is key and the concept behind LAKRIDS by Johan Bülow is designed to complement refined taste in every way, with the minimalistic and graphic wrapping paying homage to the world-famous Danish design tradition.

At the age of 30, Johan Bülow looks back at a time of amazing growth, which has helped him set sails for new markets and a more mature company. As a born and bred entrepreneur, he happily states that he would do it all again – the blood, the sweat, the tears and of course the triumph – and is convinced that new adventures lie ahead in the future. For now, however, the liquorice master is perfectly content with what he has. He still runs quality tests on all products, every day chewing his way through new ideas and tasteful combinations for the sweet, the salty and the chocolate covered-liquorice, which is the company's best selling product. Thus, a new collection of red liquorice, perfectly suited for kids and inspired by his 2-year-old daughter Eleanor, just entered the selection. In short, Johan Bülow still follows his heart. Just like his mother taught him.

For more on Lakrids visit lakrids.nu/

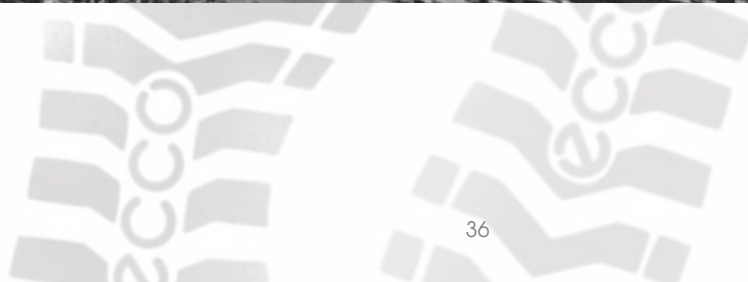


“
IF I SHOULD DO IT ALL AGAIN, I WOULD ALWAYS CHOSE ‘PASSION’ OVER ‘BUSINESS’. SUCCESS IS A BEAUTIFUL REWARD FOR HARD WORK, BUT THE INCLINATION TO PURSUE AN IDEA WITH YOUR HEART AND SOUL IS PART OF MY DNA AND THE BEST RECIPE FOR MAKING IT IN THE WORLD.”

#SHAREYOURWALK



eccc[®] WALKATHON



ECCO WALKATHON is a walking event for charity, which has been held for 15 years in cities all over the world. It is about raising money with your feet. Participants can choose to walk a set route. For every kilometre travelled, ECCO donates 7.50 DKK to a charity. In Denmark in 2014, the walkathon raised money for Børnehjertefonden (Children's Heart Foundation) and SOS Børnebyerne (SOS Children's Villages).

The idea for the ECCO Walkathon was conceived back in 1999 by ECCO's founder, Karl Toosbuy, who wanted to show that companies should also take social responsibility, known today as CSR - Corporate Social Responsibility. Karl Toosbuy wanted to create an event that would focus on walking, experiencing and raising money. As a shoe manufacturer with a focus on developing shoes for comfortable walking, he found it natural to establish a counterpart to the runners' Marathon. Quite naturally, the name became ECCO Walkathon.

The focus of the event is that ECCO donates an amount of money for every kilometre walked by the participants. This money will go to one or more organizations that support making the world a better place.

The first ECCO Walkathon was held in September 1999 in Copenhagen, with the start and finish area at Christiansborg Palace Square, from where participants could walk two routes of either 6 or 10 kilometres. ECCO has maintained this format up to this very day, and over the last 15 years more than 70 events have been held in cities around the world, including San Francisco, Tokyo, Yokohama, Stockholm, Oslo, Warsaw, Amsterdam, Krakow, Cologne, Berlin and many more.

Since 1999, more than 450,000 people have participated in an ECCO Walkathon event. These participants have walked close to four million kilometres, equivalent to 10 times around the globe. Since ECCO donates 7.50 DKK per kilometre that the participants walk, it means that ECCO has donated nearly 30 million DKK through the ECCO Walkathon events to charitable purposes.





SOS CHILDREN'S VILLAGES



100 children live in the SOS children's village in Semarang. Until they moved into the children's village, they were left to fend for themselves. Some of them were orphans; others were ill-treated or had been abused. Semarang is situated in Indonesia and here every fifth child lives below the poverty line. The many Danes who participated in the ECCO Walkathon in 2014 for the benefit of the SOS children's villages have been able to give the children the chance to start a completely new life. For every 6 km walked, it ensured funds for a school bag for a child. If a whole family walked 6 km, it helped provide food for a child for a whole month. However, food and schooling is not everything that the children are provided with. Their new SOS mother gives them love and they have become each other's family. The safe upbringing gives the children a foundation on which they can build their future. The footprints made at the ECCO Walkathon leave their mark on other people's lives.

The SOS Children's Village Semarang consists of 14 family houses, a library, an administrations office and a playground. Since 1984, more than 450 orphaned and vulnerable children have grown up in the village. The village arranges numerous leisure activities for the children, for example karate, athletics, football and dancing. During the vacations, the children go camping, hiking and on picnics in the forest. Currently, 111 orphaned and vulnerable children are growing up in the village.





THE CHILDREN'S HEART FOUNDATION

The Children's Heart Foundation is an organization that raises money for children with congenital heart disease and their families. In addition, the Children's Heart Foundation supports research in children's heart disease, long-term prevention of heart disease and information on congenital heart defects.

The donations are used for the following projects:
Every year, families with children with heart disease gather for a family course which focuses on specific issues and challenges in everyday life. Participants see the course as a forum, where families meet other families with similar family circumstances. Everyone in the family, including the child with heart disease, siblings and parents, experiences a strong sense of community and networking across the entire country. The course generates support resources for families so that they become better equipped to cope with everyday life.

With money from the ECCO Walkathon, the Children's Heart Foundation has sponsored two rooms in TrygFonden's family house at Skejby, a house that most of

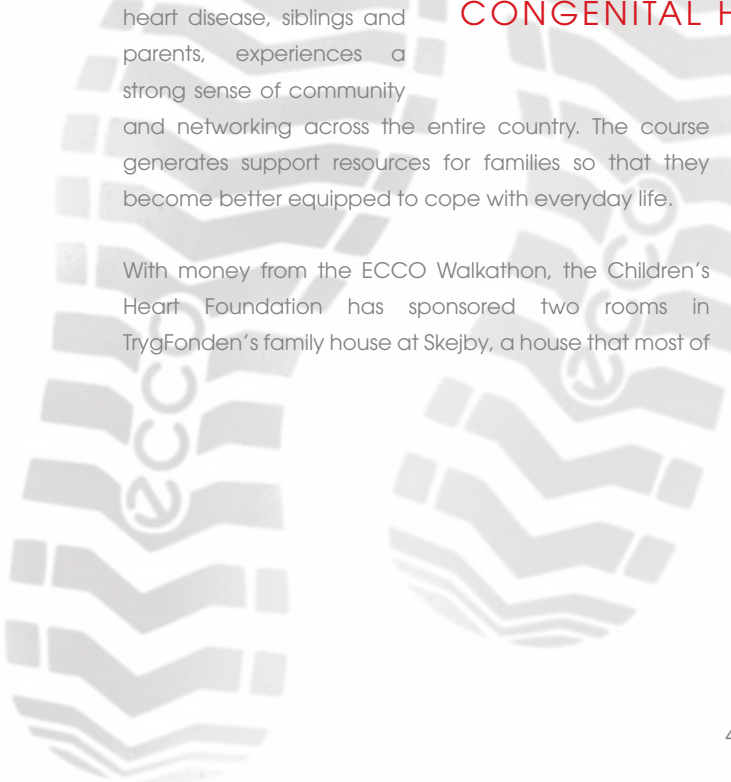
the time is occupied by the families of children with heart disease, when the child's condition requires a longer hospital stay. The families get the opportunity to be close to their child.

In 2013, the Children's Heart Foundation developed the "Rumble Box", which is a tool to establish good and healthy habits very early on in childhood. The "Rumble Box" contains colourful maps with suggestions

for movement activities and recipes for varied culinary experiences. With joy, motivation and curiosity as keywords, the "Rumble Box" is primarily intended as a tool for educators to focus on healthy habits in daily life, and calling for active involvement of parents.

With the donation from the ECCO Walkathon, the Children's Heart Foundation has had the opportunity to support research into congenital heart disease. The funds from the ECCO Walkathon were, along with other raised funds, presented at the Children's Heart Foundation's scholarship awards in Holstebro on October 3rd, 2013, in the presence of HRH Crown Princess Mary.

THE CHILDREN'S HEART
FOUNDATION SUPPORTS
RESEARCH IN CHILDREN'S
HEART DISEASE, LONG-
TERM PREVENTION OF HEART
DISEASE AND INFORMATION ON
CONGENITAL HEART DEFECTS.

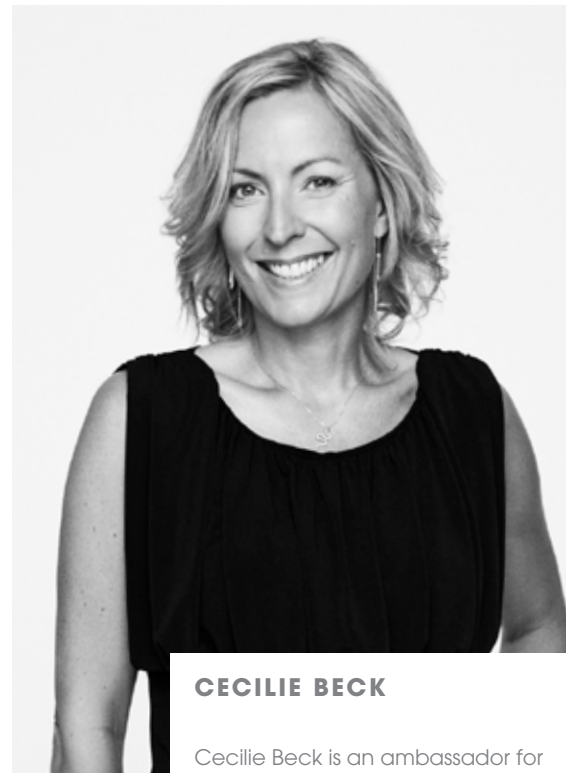


FIVE DANISH WOMEN JOIN THE **ECCO WALKATHON** TO BENEFIT THE MANY CHILDREN WHO LACK A SAFE LIFE AND AN EDUCATION THAT CAN PROVIDE HOPE FOR A MEANINGFUL FUTURE.

SHARE YOUR WALK AND SUPPORT THE CHILDREN'S HEART FOUNDATION AND SOS CHILDREN'S VILLAGES BY USING THE HASHTAG **#SHAREYOURWALK**.

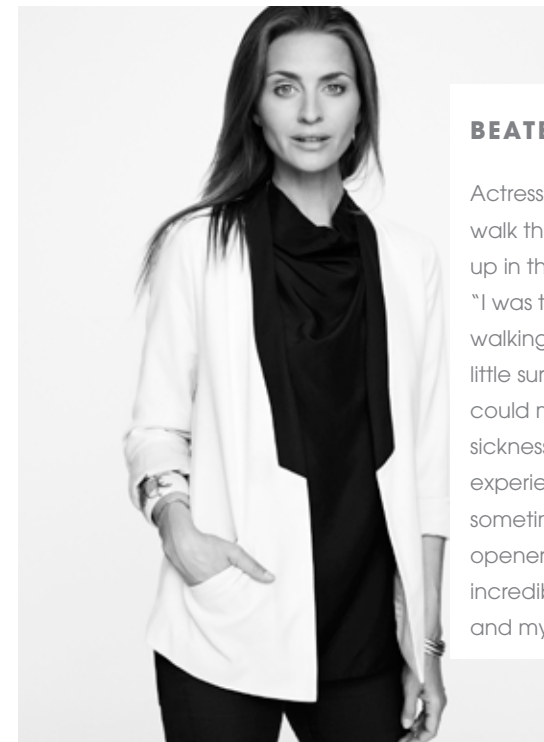
SOFIE ØSTERGAARD

TV host Sofie Østergaard remembers the walks she took to kindergarten every day with her mother, talking about friendships and teachers and whatever else was on her mind. Today, she walks with friends holding these memories close and creating new ones.



CECILIE BECK

Cecilie Beck is an ambassador for SOS Children's Villages. She has visited Semarang in Indonesia and the SOS Children's Village, both of which ECCO Walkathon 2014 supports. She has seen caring and brave women who have chosen to use their lives to raise orphans in Semarang, including Haya, a newborn who was left all alone by her 13-year-old mother. Today, Haya thrives. And Cecilie walks for the many other orphans in the SOS Children's Villages worldwide in need of caretakers like her.

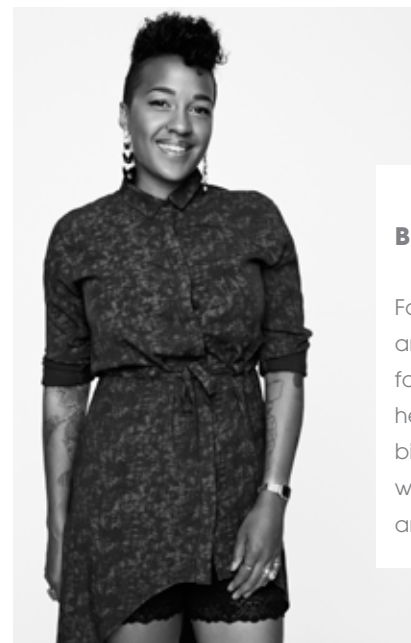


BEATE BILLE

Actress Beate Bille took her most memorable walk the time she visited an area in Bolivia high up in the Andes, where man and nature merge. "I was told by our guide that I was good at walking. He said it, perhaps because he was a little surprised that such a small person like me could make the trip without getting altitude sickness or sore muscles." Beata recalls the experience of walking in the magnificent and sometimes dangerous nature as a real eye-opener. "The walk in the mountains gave me an incredible feeling of being at one with my body and my mind."

FREDERIKKE TOFTSØ

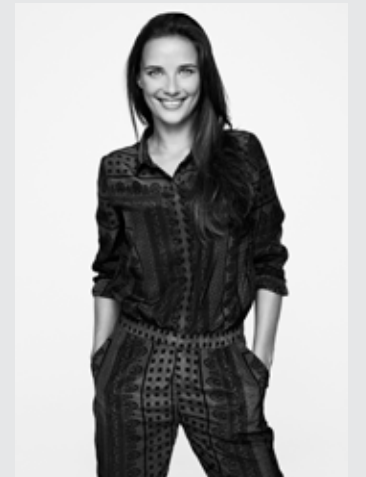
Frederikke Toftsø is the woman behind Fredesblog.dk, and she enjoys taking walks with her loved ones, particularly in the areas around her family's holiday home, where there is no cellular service and contact must happen the old-fashioned way: face-to-face. "When I go walking there, I am forced to be in the here and now. I often go with my mother, sister and nephew. As we go, we do not have a set a goal in mind. We walk along the beach as far as we want. We talk, we laugh, we share, and by the end of it we always feel much closer."



BARBARA MOLEKO

For singer Barbara Moleko, walking is an important part of her work as an artist. "That's when I go, I get inspiration for my songs," Barbara explains. In fact, one of her songs is even titled 'Walk.' It's what she does to help find herself. "In ancient Greece, the philosophers walked when they had to think big. And I still think the large and medium-sized thoughts feel best when we walk." Barbara adds that, "walking forces you to be present in the moment, and let's you see things much clearer".

MEET THE WALKATHON HOSTS



SOFIE ØSTERGAARD

is a Danish TV-host at DR Ramasjang and Dr Ultra. She is a dancer, teaches beat jump in Holte, and was a winner on the television show "The Stage Is Yours".



FELIX SMITH is a Danish radio and television host. He was the host of the Danish Melody Grand Prix from 2009-2011. He has also been the host of DRs P3 and DR1s show Talent in 2008, 2009 and 2010.

#SHAREYOURWALK IS ABOUT SHARING YOUR WALK WITH US AT ECCO WALKATHON.

Our focus is on the walk, how meaningful it can be for us, and how healthy it can be for the body and the soul. You can share your most important, daily, funniest, professional walk, or just the one you are walking at the moment.

We would like our Walkathon community to read and be inspired by the #ShareYourWalk stories we share. Either to a healthier, funnier or a more social lifestyle/daily routine. At the same time we hope, that you would start to share your own stories with us.

If you are up for the idea and want to help us by a post, it will be great! To express the joy of walking, we are hoping that you will share a picture on our Facebook wall at #shareyourwalk.

@vokholm



Vi undersøger lige Rødovre #shareyourwalk #københavn #hyggeligt

@eccowalkathon



God Fars Dag til alle fædre herfra! Her er Emma og lillesøster og de har inviteret far på cafe. Han skal rigtig forkæles Sød! #farsdag #shareyourwalk

@katrinewin



ecco walkathon, København #shareyourwalk #family #love #hygge #walking #godt #formål #yes #raining #dont #care #just #share

#SHAREYOURWALK

@twiggymalouvanillapie



You can Walk with your Ecco's #shareyourwalk #whwt #westy #white #whitedog #westigram #westilove #westietude #westiemania #westhighlandwhiteterrier #puppy #instapets #dogs #ecco #happy #living #summer #sommer #fun #havet #outdoor #outdoors

@vibekelentz



morgentur #shareyourwalk 2 gå tur til fordel for #eccowalkathon i Frederiksberg Have med Vega og @loopland Mon @ditte_kr @roselion @juliewettergren og så vil dele 3 gåture?

@paun0r



#walkathon #velgørenhed #shareyourwalk #felix #selfie #selfiemedfelix #regnoverdethele #vigårderudaf #bff #baunehøj #BHE #pepsne #vigårforetgodtformål

@gittemiaa



#shareyourwalk på toppen af Mont Atissimo med udsigt til Gardasøen - med min Ecco walkathon rygsæk som følger mig på vandreture

NEW DESIGN BY SWEDEN



WHAT WAS THE IDEA BEHIND THE CAMPAIGN CONCEPT?

The creative platform for this campaign centered around “effortless style by Scandinavia”. The aim of this campaign was to position the new ECCO Lifestyle Sneaker range as a stylish embodiment of relaxed Scandinavian design, through premium and aspirational storytelling. Our choice of location, photographer, models and styling all played a large part in depicting this story and showcasing our heritage, style and quality. With a renewed focus on craft and premium products, the production values of the Spring 2015 campaign also reflects these ideals.



WE WENT TO SWEDEN



WHAT WAS THE THOUGHT BEHIND THE CHOSEN LOCATION? IS THERE A STORY TO THE PLACE?

We were looking for a location that not only leveraged our Scandinavian heritage, but also evoked the relaxed, natural simplicity and effortless living that is synonymous with the lifestyle of Scandinavia. Äpplarö, the tiny, barely inhabited island in the Swedish archipelago, with its calm, unhurried mood, gave us the perfect setting for the Spring 2015 campaign. Where better to introduce our new SS15 collection – rich, beautifully supple suedes with soft, nude colours; cognac and dusted grey hues – than the unspoilt natural beauty of the islands of the Archipelago? The synergy between the soft colours and textures of the sumptuous new collection and the backdrop of the hazy Scandinavian shoreline worked in harmony to create the ideal setting for our campaign.

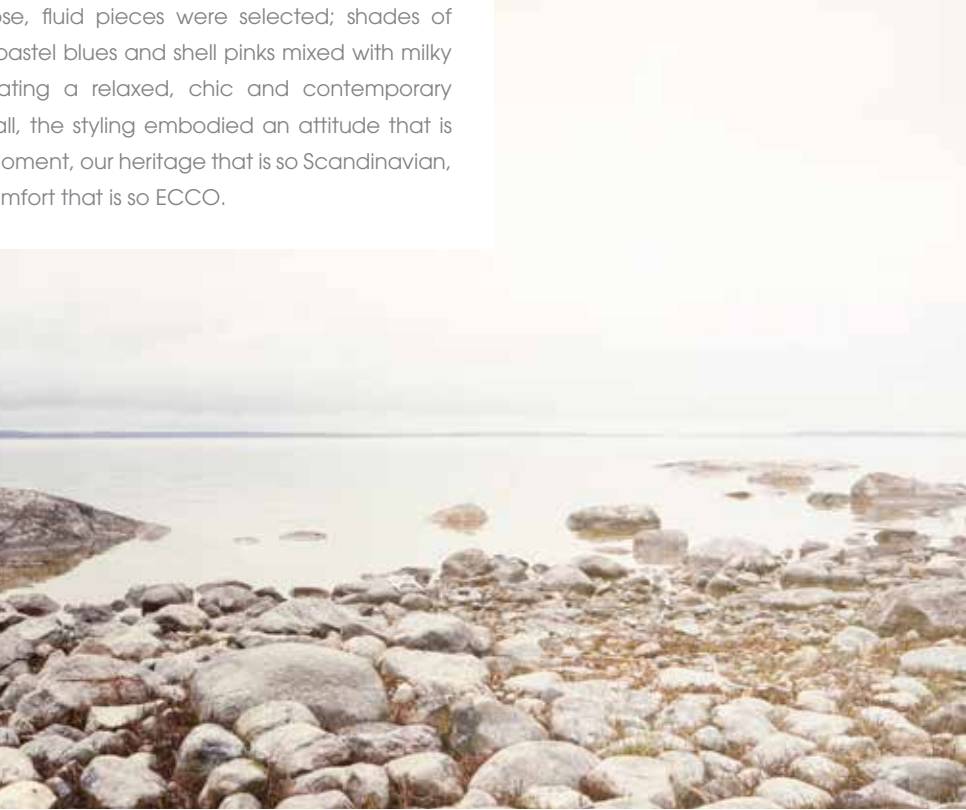


YOU ARE BOMBARDED WITH
INSPIRATION, IMPRESSIONS
AND INFORMATION. IF YOU
FAIL TO SORT, YOU RISK
LOSING YOUR IDENTITY.



WHAT WERE THE THOUGHTS ABOUT THE STYLING?

The styling played a key role in setting the tone for this campaign, embodying an effortless, uncontrived spirit. A palette of whites, creams and pastels were chosen to complement the soft, light colours of the SS15 collection, evoking a sense of understated elegance. Simple, loose, fluid pieces were selected; shades of duck egg pastel blues and shell pinks mixed with milky whites creating a relaxed, chic and contemporary look. Overall, the styling embodied an attitude that is so of-the-moment, our heritage that is so Scandinavian, and the comfort that is so ECCO.



SPRING STYLE GUIDE

BY
TEREZA ORTIZ,
ECCO SS15 STYLIST



1 MATERIAL MIX
Don't be afraid to mix and match materials in your style for a genuine, yet personalized look. Wool, linen and knits go with anything at any time.

2 WHITE SHIRT
The white shirt is a classic and should be a staple in any wardrobe. Buy one in every fit that suits you - oversized, slimmed, short sleeve or long. Play around with different types of collars and dress it up with chinos or down with mini skirts or denim shorts. Buy some for your partner as well, so you can borrow each other's styles.

3 KNITS
A light turtleneck for early spring, a heavy longer knit with bare legs for summer. In a colour that matches your skin tone and eye colour - you can't go wrong!

4 BEIGE
Designers seem obsessed with earthy tones this season. Do a full-on beige look for a 70s relaxed style or mix it in with your usual look - a beige turtleneck under a shirt, beige chinos with a more colourful shirt or knit, or my favourite - a beige short dress that can work as a sweater or a dress, depending on mood.

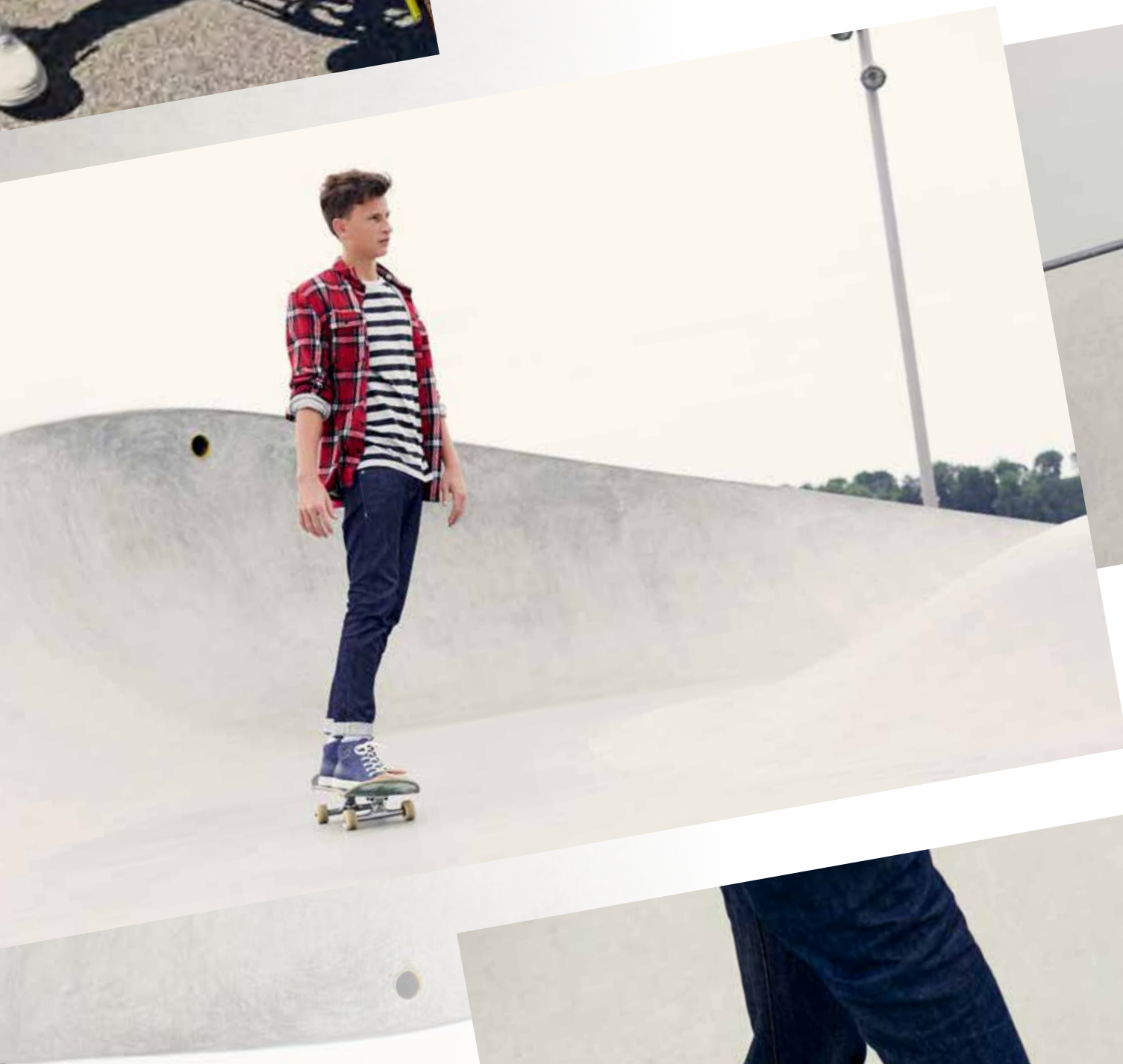
5 RELAX
This season is all about loose fit and earthy tones telling us to relax and enjoy life. Putting too much thought and pressure on your style is out of fashion - buy a pair of comfortable shoes and let your spirit free. Style comes from within.

“A PALLETTE OF WHITES, CREAMS AND PASTELS WERE CHOSEN TO COMPLEMENT THE SOFT, LIGHT COLOURS OF THE SS15 COLLECTION.”



Behind the Caden

LEMVIG SKATEPARK, DENMARK



For Spring/Summer 2015, we're putting a major focus on teens, starting with ECCO Caden, one of the new groups that we are introducing for our Teen Collection. The ECCO Caden was launched for the AW14 season with the concept to develop fashionable winter boots for teens. When we started thinking about the 2015 Spring/Summer collection, we realized that we were missing a critical teen shoe group: a summer, unisex cup-sole sneaker. Therefore, we took the last and made it slimmer for the summer version of the ECCO Caden. We went through many ideas and our design team came up with a lot of drawings and iterations to find the perfect type of upper so we could mix a classic sneaker with an innovative ECCO product. Taking inspiration from old shoe styles from the 80s, our design team modified these classic forms and gave them a facelift. We chose to make the collection with combinations of our ECCO leather and canvas to give it a lighter look for Spring/Summer 2015. The design comes from the Scandinavian philosophy of simplicity and functionality.



COOL₂ FROM EVERY ANGLE



ECCO USES GORE-TEX® SURROUND™ STATE-OF-THE-ART TECHNOLOGY TO KEEP WATER AND MOISTURE OUT WHILE ENSURING A BRILLIANTLY BREATHABLE EXPERIENCE AND AN IDEAL CLIMATE FOR YOUR FEET.

A BREATH OF FRESH AIR

GORE-TEX® Surround™ Technology for 360 Degree Climate Control

ECCO O2's light and durable yak leather and forward-thinking design provide a highly breathable, fully waterproof shoe for men and women, showcasing GORE-TEX® Surround™ technology to keep feet cool, dry and comfortable even on warmer days.

Designed to stay true to Scandinavian philosophy: the look, the lines – everything about the shoe – must benefit its function. So we've removed everything that wasn't needed. Sporty and comfortable, ECCO O2 is a collection of beautifully wearable shoes that put your feet first like never before.

Are you ready for whatever the day brings?



360°



ALL ADVENTURES POSSIBLE

Warm weather means more travel. For this year's Outdoor shoot, we explored Tenerife, the largest and most populous island of the seven Canary Islands.

From light day-hiking to strolls along the beach and everything in between, ECCO Cruise took us there with unmatched comfort. Designed from the ground up for summer adventures, ECCO Cruise was made for you. Get out there.



ECCO CRUISE
CANARY ISLANDS
TENERIFE



Designed for whatever your summer adventures have in store for you. Enjoy all the epic possibilities in this sporty and athletic sandal. This sandal rides on a flexible outsole that grips any terrain above and below the water line. Equipped with RECEPTOR technology, it delivers outstanding walking comfort on all surfaces, wet, dry and in-between. It is a sandal with epic possibilities.



PUSHING THE LIMITS WITH THOMAS STEENBERG

IN 2004, when ECCO Ambassador Thomas Steenberg ran his first marathon, he never planned to make a habit of it. Ten years and countless kilometres later, Thomas crossed the finish line of his fifth Gore-Tex Transalpine Run.

Covering 293 kilometres, three countries and 13,730 meters of ascending over the course of eight days, completing the Gore-Tex Transalpine Run is the type of challenge that few would ever dream of taking on. Rain, icy wind and even snow pushed racers to their limits, complicating an already very difficult endeavour.

After nine stages of intense high altitude running, Thomas and his ECCO shoes overcame the challenge in an impressive 10th place! The success from this day can be traced back to that first race in his hometown of Odense, Denmark.

"My passion for running was born on that day as I walked home from my first marathon," said Thomas, who works as an Export Sales Manager. "At that point I was addicted to running."

After running marathons for a few years around Europe, he began looking for a bigger challenge. The feeling after finishing his first 100km race was unforgettable – he had worked his mind and body to the edge and then pushed further.

"I have always been fascinated by the human body and how we are able to achieve anything with the right attitude," he mused. "Then I started to wonder how far I could push myself."

This curiosity led Thomas to train specifically for ultra-marathons – races covering distances in excess of the traditional marathon's 42.2km. In the six years that followed this decision, he has built an incredibly impressive running resume, including a spot on the Danish National Team for 24 hour racing, and top Danish athlete honours at both the European and World Mountain Running Championships.

WE CAUGHT UP WITH THOMAS TO ASK HIM A FEW QUESTIONS ABOUT RACING, HIS MOTIVATION, AND TIPS FOR ULTRA SUCCESS.





THE HIGHEST ELEVATION ON THE TRANSALPINE RUN IS 2,667M – ALMOST 16 TIMES HIGHER THAN THE HIGHEST POINT IN DENMARK. HOW DO YOU TRAIN FOR THE CLIMBING AND ELEVATION BACK HOME?

In Denmark you are not able to train at any real altitude. I actually train on the stairs in the highest building in Odense, which is the hospital. It is 16 floors high, so after one hour of running on the stairs you can get some good ascending and descending practice. Otherwise I train on the treadmill with an incline of 10%. This is unfortunately the only way to feel that you are running in the mountains.

THIS YEAR'S RACE SAW A LOT OF BAD WEATHER. RAIN, MIST, EVEN SNOW! HOW DO YOU STAY MOTIVATED TO KEEP RUNNING IN SUCH MISERABLE CONDITIONS?

This year it rained every day except the last day. Unfortunately when the weather is bad we are not able to enjoy the fantastic scenery of the Alps and Dolomites. We are quite accustomed to this weather in Denmark though. I enjoy racing like this because it really makes you feel that you need to give 10 percent more in the end. I am motivated by the challenge and the weather is just another aspect of the competition.

IN THE FIVE YEARS THAT YOU'VE COMPLETED THE TRANSALPINE RUN YOU HAVE COVERED ALMOST 1,500 KM IN THE ALPS. OVER THAT DISTANCE, WHAT'S THE MOST IMPORTANT THING YOU'VE LEARNED ABOUT RACING?

The most important thing is to stay positive. Everything can go wrong when you are running in terrain and places different from your everyday playground. Always focus on positive thoughts and enjoy the moment. Enjoy the scenery and the people around you and be happy that you are able to do this kind of running.

TRANSALPINE IS A TEAM RACE, SO YOU WERE WORKING WITH A PARTNER EACH YEAR. WHAT ARE THE BENEFITS OF THIS STRUCTURE?

At Transalpine you are a team. The main reason for this is safety, because you never know how the weather conditions will change during the day. It is quite important that you agree on the "rules" with your running partner before the race. This year the rule was that we were racing and competing, not just trying to finish. You are not able to predict what happens on the trail, but it is all about

motivation and helping each other like a team when one is experiencing a mental crisis or having a bad day.

WHAT SUGGESTIONS WOULD YOU HAVE FOR SOMEONE WHO IS TRAINING FOR THEIR FIRST ULTRA MARATHON?

Ultras are a funny discipline. Of course you need to be in good shape, but 50 percent of running an ultra is mental. If you are not mentally ready for the race then forget all about it. It is a combination of mental strength and your physical fitness. It is about convincing yourself that even though it hurts – because it will hurt – you need to continue.

WHAT MADE YOU WANT TO START RUNNING ULTRAS? ISN'T A REGULAR MARATHON LONG ENOUGH!?!

I have always been very competitive. I was not fast enough in a marathon, but I discovered that I was able to continue running when others stopped. I wanted to experience how far I could push my body. Also, the ultra environment is very inspiring because people help each other.



WHAT'S IN YOUR BAG



A WOMAN'S BAG IS HER TRAVELING COMPANION, HER PERSONAL ASSISTANT AND HER MOST FREQUENT FASHION ACCESSORY. IT "KNOWS" MORE ABOUT HER THAN ANYONE. SO WHEN WE WANTED TO LEARN WHAT'S INSIDE OF THE BAGS OF VARIOUS WOMEN, WE IMMEDIATELY THOUGHT OF THREE OF THE MOST FASCINATING WOMEN WE KNOW – OUR ECCO AMBASSADORS.

Johanna Grønneberg
Norwegian ambassador

Our Norwegian ambassador, Johanna Grønneberg Mesa, doesn't move from one chapter to the next. Somehow, she manages to layer each one on top of each other and do it all. Johanna has a primetime reality show on TLC and the Discovery Channel. She's also a mom (her pregnancy was featured on the 2012 season), a personal trainer, and an entrepreneur with her own line of fitness products.



Tell us three things that are always in your bag, no matter what. Hairspray- The bigger the hair, the closer to God. When I worked for MTV in the US, they always tried to make it seem like I had more and bigger hair. And one of my hairstylists was from Texas and that was her favourite quote- and I have adopted it and because of her I always bring hairspray. 2 cellphones, both my Norwegian and my US phone. People think it's kind of ridiculous and I guess it is. I guess I am just trying to seem extremely busy and important. My keys, even though I tend to leave them at home and never find them when I need them. I wonder how much time of my life I spend looking for my keys? **If you're traveling, what do you add to your bag?** My passports, hopefully! I have a great passport folder so I am always so happy to carry them. And since my daughter has both American and Norwegian passports, it means I have a lot of passports. One more thing: a good face and hand lotion. I always get all the new scents from Bath and Bodyworks and they smell a lot- in a good way! But when you have been on a plane for 10 hours with a kid and a dog you want to smell good and a lot! **What's the most surprising item in your bag?** A pacifier. After I had a kid I find all kinds of crazy things in there. I seem to always be surprised when I open my bag. I have found the TV remote in there, rocks and some of her toys. You never know these days. **What's the most mom-like thing in your bag?** I always carry a diaper in there and tons of snacks, even though my daughter is not with me. My bag has become my weapon and my survival kit. It was never like that before I had a kid. **Is there anything in your bag now that you never thought you'd carry when you were younger?** A 911 number to my Botox doctor. There it is - just being honest. **What's the newest thing you've started to keep in your bag?** A blinged out headset for my new radio show on Radio Norge. **What's in your bag that might tip someone off that you're into fitness?** A 25 pound kettlebell... just kidding. A think Thin Bar. I love them.

WHAT'S IN YOUR BAG?

Tamara Gräfin von Nayhauß
German ambassador

Producer and TV personality, mother of two sons, our German ambassador, Tamara Gräfin von Nayhauß, knows how to keep everything in balance, while moving forward. Tamara has always lived in the fast lane; one of her first jobs was presenting the Formula 1-based lifestyle magazine "Formula Exclusiv" and she later hosted n-tv's "Adventure Travel". Today, Tamara produces and hosts a ZDF series about aristocrats and entrepreneurs.



Tell us three things that are always in your bag, no matter what. First of all, my iPhone and credit card of course. And my absolute trend-item for winter times, the Kashmir tube of Kidneykaren! This cosy all-rounder I use as a scarf replacement and warmer, and as a Yoga or Pilates item for a spontaneous visit to the gym. **If you're traveling, what do you add to your bag?** In any case, a bottle of mineral water so that the skin does not dry out, and my sleep mask for a power nap. **What's the most surprising item in your bag?** Next to the sleep mask, a small sachet of lavender, which I bought at the weekly market in St. Tropez. So my bag always smells wonderful and reminds me of the pleasant summertime in France. **What's the most mom-like thing in your bag?** Always on hand: a comb for the youngest to tame his wild hair. **Is there anything in your bag now that you never thought you'd carry when you were younger?** The older I get, I have wonder creams for everything! So my all-time travel partner is a rich hand balm for dry skin. **What's the newest thing you've started to keep in your bag?** The latest nail polish colour XXL, that I purchased during the last Vogue Fashion Night Out. **What's in your bag that's related to your job as a TV producer and personality?** The most typical items are my business cards and notebook.



Select three items that are a must to your bag. Anything. Might be a lip balm, a hand cream and a mirror. The lip balm because I like to lick my lips, especially in the autumn, when the lips are easily chapped. I carry a hand cream because I like to wash my hands frequently, and this can make them dry. I believe many girls are the same. The mirror is because... actually, I don't quite like to look in the mirror, but sometimes there might be emergencies. I remember once I went out to a party with my friends. It rained heavily, and we were all soaked. My friends all had a mirror to freshen up a bit, but I didn't. I had to use a window. Then I borrowed one from my friends, and they asked me why didn't I carry one around. So now I think the three must items for me to go out are the hand cream, the lip balm and the mirror. **If you go traveling now, what will you add to your bag?** I might add a large shawl because sometimes the weather changes so fast, so when I'm cold or on a plane, it's much more comfortable to have a shawl on. Because my skin is quite sensitive, I won't put the blanket on the plane near my face; I need my own. **What's in your bag that can make everyone feel special?** I can't really think of anything. The things in my bags are pretty conventional. Because I like to go out lightly,

I don't put many things in my bag. **What do you think is the best match to your identity as an actress?** As an actress, maybe sunglasses. I normally don't like to put on make-up, so when I go out, I sometimes wear a pair of glasses. People maybe can't fully understand it, however sometimes you could be photographed without even knowing, and maybe not looking your best. So to a lazy actress like me, sunglasses are magical, because you never know when you will be photographed or from what angle. **What is the thing you wouldn't have put in your bag when you were a teenager or in your twenties, but is a must-have to a mature and intellectual woman?** Might be something like a BB cream. Maybe because it's gotten more and more popular recently, so I use it to freshen up a bit every now and then. It doesn't cause too much burden on the skin and can keep moisture in quite well. **What things are new to your bag?** Anti-allergy drugs since lately I have been developing allergies. I also carry some vitamins, which are a must when I travel. And I now carry sneakers with me because I go running or to the gym every day.



Qin Lan
China ambassador

Almost as soon as she entered modeling, she won a Golden Award in the 1999 National Nominate Newcomer Competition. Four years later, she was selected from a pool of 200 young women for the role of Chen Zhihua in the TV series, "My Fair Princess III." As one of the leading actresses in a rapidly growing Chinese film industry, Qin is a role model for a rising generation of women and aspiring artists.



FANØ

BEFORE FALL

Denmark could almost be considered an island kingdom, if not for a small expanse of land in the south that adjoins Germany. With more than 400 islands under Danish rule, the term island hopping comes to mind, and this of course makes for many weekend getaways.

One of the most idyllic islands is Fanø. Fanø is one of three islands on the southwest coast of Denmark, along with Rømø and Møn. While each of these islands has its own unique character, Fanø is truly something special.

A short ferry trip from Esbjerg severs the umbilical cord to the mainland and it is almost as though you instantly start to unwind and imbibe in the island's atmosphere of peaceful tranquility.

F

anø is one of the oldest settled areas of Denmark and in years gone by, boasted the biggest harbour on the west coast. Nowadays, it is dwarfed by the industrial harbour of Esbjerg, the epicenter of the Danish offshore industry.

A trip to Fanø is a true weekend getaway. The island boasts phenomenal culinary experiences, from collecting your own wild oysters to a gourmet tasting menu at the cosy yet progressive Sønderho Kro.

We started our island getaway at Fanø Krogaard with a buffet breakfast overlooking the Norby harbour with its local seal colony. While the food was not anything special, the view more than made up for it and the fact that they have free 'readers' on the bar counter may sway some older clientele to consider them a regular stop.



“THE BEACH IS LITERALLY ON YOUR DOORSTEP.”

The port side village of Norby is a blend of tradition and craftsmanship across a variety of different genres, with food, clothing, art, summer tourists and a booming amber industry forming the backbone of the islands income.

Our first stop after a hearty buffet breakfast was Christians Butchery, famed for its Fanø skinke (ham), Fanø Laks (salmon) and fennel sausage. The butchery was buzzing with locals and tourists looking for cold cuts or dry aged steak for an afternoon snack or sumptuous evening feast. We settled on an assortment of different sausages, hams and salmon before heading off to look for add-ons to compliment these handcrafted meat delights.

Heading south through Norby, you come across a variety of craft businesses, ranging from the Fanø Amber store where you can watch the owners hand polishing pieces of Amber to reveal their riches, to the local haberdashery that is renown for hosting an annual knitting competition with a turnout of over 2,000 participants. One of the finds of the day was the Øst & Deli. The deli was founded by a husband and wife whose first purchase was a Danish PH lamp. They then designed the Deli around this one masterpiece, ensuring that all fixtures and fittings followed their essence of quality, design and craftsmanship. The business has grown to include their daughters, one of whom serves up delicious lunches and the other



FANØ BEFORE FALL





whom is the in-house cheese maker. After a personal cheese tasting from the owners, we settled on their award-winning organic cheese, some homemade olive tapenade and a loaf of homemade bread.

Already feeling satiated with all the tastings, we braved a quick thundershower to find the Fanø brewery. The brewery has had a rocky history and was declared bankrupt in 2009 until a new owner stepped in with a focus on five key beers. These range from a light, easy to drink Pilsener through to some pretty sleep-inducing dark ales, although our recommendation would definitely be the Fanø Rav (Amber) Ale. The brewery has developed in excess of 200 beers within the past 10 years and one of the tastiest brews is the 'Hello, Goodbye' dark ale that commemorates the leaving of one brewmaster and the inauguration of another.

After pulling ourselves away from the variety of brew on offer, we headed back into town, popping into the glass factory and grabbing a quick pancake at the quaint garden crepery. With the afternoon settling in, we decided to take a drive across the island to our beachfront accommodation and setup our well-deserved lunch. Villa Quisisana is a 19th Century villa that was left dilapidated for many years until the current owner, Viggo Holten, decided to acquire it and turn it into four self catering apartments. The top floor is a delightful penthouse with views out over the North Sea, while the two middle floor apartments offer a cozy atmosphere and complete privacy. Due to our last minute arrangements, we landed the ground floor apartment and even though you have to walk up the dunes outside the front door to get a glimpse of the sea, this is a small price to pay for a well renovated, large apartment with great local art, a clean bathroom with heated floors and a unique kitchen façade that once was an arched doorway.

The beach is literally on your doorstep, with a small ice cream parlour, blue flag status and an abundance of bird life, Amber collecting, kite flying and bathing are just some of the many activities available at no cost. This is a nature and outdoor lovers paradise. If you are more into some extreme sports, you can rest assured that the strong, steady winds off the ocean make for excellent kite and wind surfing and blo carting, the land-based, three-wheel version of wind surfing. Find the local rental, hand over your cash, don a helmet and goggles and let loose.



After a quick shower and pulling on some respectable clothes, we headed off to Sønderho Kro. The couple who run the Kro have built a well-deserved culinary reputation based on seasonal and indigenous ingredients, right down to beach grass and Fanø Lamb. The five-course gourmet tasting menu was coupled with a unique selection of wines and one is left in no doubt that this establishment has been crafted on love, attention to detail and a can-do culture. We managed to corner the owner and head chef early the next morning between his catering for a wedding, christening and the usual breakfast covers to ask him what his philosophy is. His response was that it is really quite simple, with a focus on excellence, passion for all they do, a fabulous team and the fact that they chose the venue and not the island is what he describes as his



secret recipe. After searching for two years for a venue that they could call 'home', the husband and wife team found Sønderho Kro and decided that the blend of heritage and unique location was the right mix for them. It still took them another eight years as tenants before they could officially claim ownership to the establishment, and now they have a loyal clientele and a well-deserved waiting list for their fine dining. If we haven't sung their praises enough, breakfast almost outdoes supper, with tables literally groaning under the weight of platters of salmon, air cured meats, omelets and cheeses.

Before leaving this wonderful island, we stopped off at a quaint store with a collection of hand-painted wall tiles dating back as far as 1640. We were regaled by stories of sailors heading off to ports such as Amsterdam, Rotterdam and Frankfurt, and not wanting to return empty handed, they bought up traditional wall tiles to bring home as gifts and to trade with the mainland. Somehow these tiles never really managed to cross the small divide, and now this is part of the Fanø heritage and can be found on the walls of many of the older homes.

In a blur, the weekend was over and we found ourselves aboard the ferry back to the mainland, to the realities of children, household tasks and traffic. All in all, we had

the most wonderful two days and our recommendation would be to try and find a balance between the culinary treasures, the beautiful nature and the hidden craft shops that litter the alleys and squares.

VALUE FOR MONEY – The ferry trip is one of the major expenses and taxis on the island come at a premium, but aside from that, accommodations are well priced and so is the beer and local food.

EASE OF GETTING THERE – the ferry runs every 15 minutes and the last ferry is in the early hours of the morning, so you can come and go as you like.

TOP THREE THINGS – Fanø Laks, kilometers of beach driving and the breakfast at Sønderho Kro.



”IN A BLUR, THE WEEKEND WAS OVER
AND WE FOUND OURSELVES ABOARD,
THE FERRY BACK TO THE MAINLAND”



NØ

WHERE TO FIND US

ECCO products are sold in more than 80 countries.

We are a family-owned company that insists on owning our own factories. We consider ourselves a global family, with ECCO shoemakers and ECCO customers in all corners of the world.

APAC

- Australia
- China
- Hong Kong
- Indonesia
- Japan
- Korea
- Macau
- Malaysia
- Mongolia
- New Zealand
- Philippines
- Singapore
- Taiwan
- Thailand
- Vietnam

EAM

- Canada
- Curaçao
- USA

EMEA

- Afghanistan
- Andorra
- Armenia
- Austria
- Azerbaijan
- Bahrain
- Belarus
- Belgium
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Dubai
- Egypt
- Estonia
- Faroe Islands
- Finland
- France
- Georgia
- Germany
- Greece
- Greenland

- Hungary
- Iceland
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Jersey
- Jordan
- Kazakhstan
- Kuwait
- Kyrgyzstan
- Latvia
- Lichtenstein
- Lithuania
- Luxemburg
- Malta
- Moldova
- Netherlands
- Norway
- Oman
- Poland
- Portugal
- Qatar
- Romania

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- South Africa
- Saudi Arabia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- Ukraine
- Uzbekistan



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