

Gitte Dyrberg and Henning Kern are the design duo behind the brand name DYRBERG/KERN. The mission of DYRBERG/KERN is to create modern contemporary luxury. With a strong sense of exclusive style DYRBERG/KERN design is based on international fashion moods and Scandinavian design tradition.

DYRBERG/KERN collections are to be found in more than 40 countries, are sold in 90 Shop-in-Shop and concept stores worldwide and by more than 2000 wholesalers.

For more information go to [www.dyrbergkern.com](http://www.dyrbergkern.com)



## HISTORY

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- 1985** Gitte DYRBERG and Henning KERN attend the Copenhagen School of Design and start up their creative cooperation by designing a women's wear collection.
- 1987** Gitte Dyrberg and Henning Kern graduate from the Copenhagen School of Design. DYRBERG/KERN A/S is established. First presentation at The Copenhagen Fashion Fair.
- 1990** DYRBERG/KERN ceases to design clothes in order to focus on their jewellery collections.
- 1997** All jewellery production is outsourced to Asian countries to focus on design and sales.
- 1999** First time nomination as a "Gazelle Company" – a fast moving company, developing and increasing annual turnover by 30%.
- 2000** Second time nomination as a "Gazelle Company".
- 2001** King Frederik IX's Award for Excellence in Export is given to DYRBERG/KERN. The chairman of the committee, His Royal Highness Prince Henrik of Denmark, presents the award.
- 2002** DYRBERG/KERN is invited to join the Danish Red Cross Club 10. They create a piece of jewellery shaped as the Red Cross. The revenue is donated to the Danish Red Cross. DYRBERG/KERN time is launched. The first collection of "jewellery that tells time" sees the light of day.





**2003** DYRBERG/KERN moves to new premises. The 1600 m<sup>2</sup> loft space is redesigned with a careful eye to the history of the building and is developed to house DYRBERG/KERN's rapidly expanding organization of employees in design, administration and sales.



DYRBERG/KERN headquarter - Copenhagen

**2004** DYRBERG/KERN wins Ernst & Young Danish entrepreneur competition "Entrepreneur of the Year 2004"

**2005** In May, "The World Entrepreneur of The Year" ceremony takes place in Monaco with DYRBERG/KERN representing Denmark among 34 other nominated countries.

DYRBERG/KERN Men's Collection – a men's line of jewellery and accessories is launched in a number of countries.

**2006** DYRBERG/KERN EYEWEAR – a luxurious, glamorous and modern design of EYEWEAR is launched.

Introduction of DYRBERG/KERN customer club – more than 25,000 members have joined the club so far.

**2007** DYRBERG/KERN introduces the company pay-off: "HEY YOU LOOK LIKE A MILLION" and launches the consumer magazine "THE MIRROR".

Hey  
you look like  
a million

Opening of own Sales Subsidiaries in United Kingdom, Benelux and Asia / Pacific.

DYRBERG/KERN receives "the best accessory 2007" award, nominated by the Norwegian magazine Costume.

**2008** Introduction of DYRBERG/KERN on-line web shop on [www.shopdyrbergkern.com](http://www.shopdyrbergkern.com)

Opening of Sales Subsidiaries in Southern Europe.

DYRBERG/KERN man receives "the best accessory" award 2008 nominated by the Swedish fashion magazine MAN.