

“BE A FREE SPIRIT WITH THE ADVENTUROUS COLOURS OF DENMARK!”

W.I.C. Winter Collection - Get inspired by Denmark!

Denmark is a forgotten pearl of Europe. The country is rich of beautiful nature and modern architectural buildings. This winter, W.I.C. is inspired by Denmark and therefore has named its new six winter colours after charming Danish cities. Get inspired by these sophisticated colours of W.I.C. and embrace your classy and adventurous side.



Elsinore



Aarhus



Odense



Aalborg



Roskilde



Frederiksberg

For the winter 2011/2012 fashion trends are characterized by classic and adventurous colours. Feel classy with Frederiksberg, a fabulously purple shade which gives you a luxurious look. Feeling a bit dramatic? **Elsinore** brings you back to the setting of Shakespeare’s Hamlet. The W.I.C. colours will match your winter wardrobe perfectly and are inspired by trendy colours that set the tone for upcoming winter!



I Blue For You

This heavenly blue colour fits the city of Aarhus. The city’s name originates from its location close to the mouth of the Aarhus river. The city is full of youngsters that contribute to a lively environment and an exciting nightlife. Blue is a surprising trend, a fresh touch in addition to the usual darker tones during the winter. Experience the breezy and trendy city Aarhus with the blue colour by W.I.C. Aarhus is easy to match with a black dress or navy blue jeans, for formal and social occasions.



Enchanted Odin

Odense takes you back to one of the most famous fairy tales, The Little Mermaid, which was written by an inhabitant from this city. In addition, Odense is also characterized by its many beautiful castles since Denmark has a long history of royal families. Because of the rich history and fairy tale Odense was given the W.I.C. colour brown. Give yourself a true winter sensation with the beautiful warm colour W.I.C. Odense and play with floral prints this winter.



Adventurous green

It has been said that Aalborg is like a box of chocolate and that it is just one sweet surprise after another. Aalborg is an exciting city where anything is possible and is characterized by great adventures. Therefore the city is linked to green, to emphasize your adventurous side. W.I.C Aalborg can be matched with the cantaloupe fashion trend or other soft colours to complete an adventurous but stylish look.



Intense Metallic

Elsinore is internationally known as the amazing setting for Shakespeare's Hamlet. The beautiful Kronborg Castle has been used multiple times for this play. The world's first pedestrian street can be found in Elsinore, which makes the city even more special. The city received the metallic W.I.C. colour that describes the dramatic and intense story by Shakespeare. W.I.C. Elsinore will fit perfectly with grey tones combined with beautiful silver accessories!



Fabulously Purple

The city of Frederiksberg has a modern and metropolitan atmosphere. It is one of the most expensive areas of the Copenhagen region. The city is home to multiple parks and the beautiful Frederiks Palace. Frederiksberg has been given the modern colour of purple. W.I.C. Frederiksberg is a soft colour that gives you a sophisticated look & feel. Great to give your outfit an edgy finishing touch!



Go Crazy Pink

Roskilde is the medieval capital of Denmark and was once upon a time an old Viking area but nowadays a modern city. Roskilde is one of the most breathtaking areas of natural beauty in Denmark. On the other hand, the city is also the stage for Roskilde Festival which is the largest culture and music festival in Northern Europe. Because of the diversity between historic and modern activities, the city of Roskilde has been given the W.I.C. colour pink. This lively colour gives every look a feminine touch.

W.I.C. Quality

The W.I.C. nail polishes are oxygen permeable, enriched with Vitamin E and Silica. This optimizes the care of the nails and gives it a brilliant shine. The nail polishes are easy to apply because of the flat, wide brush and dry quickly. The trendy, nurturing nail polish offers every woman the ultimate accessory on her nails!