

# Adenda

INTERNATIONAL BUSINESS CONNECTING

## Introduction Sheet: Naked Society

# NAKED SOCIETY

Naked Society is a transparent design brand that focuses on interior design, created from the idea that the aesthetic should be a melting pot of equal amounts Scandinavian purity, great handicraft and colourful Africa.

The founding philosophy of Naked Society is, quite simply, that our company brings love and care to all aspects of our ventures.

Naked Society's design perspective lifts recycled materials into the food chain of the product. The idea of recycling raw materials came on one of our numerous travels to Africa: Tanzania, Kenya og Uganda, where we experienced the surplus stocks of Western textiles first hand.

Our production is based in Denmark and Africa. Naked Society's products are primarily produced from natural materials, for example pearls, sisal cow horn, hard wood, bamboo as well as locally weaved fabrics. However denim as a recycled material plays the biggest role in our designs. Denim is a resistant original raw material, available in numerous unique blue nuances. We admire the thought that the raw material contains a kaleidoscope of hundreds of extraordinary stories across all layers of society an cultures.

Naked Society's production of accessories such as bags, pillows, and puffs are examples of how to re-use used textiles in a design context. *This is not necessarily the answer to all the world's problems, but an example of how to create something beautiful and useful from something old and worn.*



Naked Society is founded by  
designer  
Alexandra Winther Høeg