

ONLY CELEBRATING BLOGGERS



ONLY has their 15th anniversary this year, and invited fashion bloggers to an exclusive event to celebrate with them. From all over the world, **ONLY** received heaps and heaps of great applications from fashion bloggers wanting to join this blogger event in Copenhagen, Denmark.

APPLYING TO JOIN

All bloggers were invited to participate, not only seasoned bloggers but also completely new faces on the scene. The level of the applicants was extremely high, as so many talented, creative and fun-loving applicants wanted to be part of the party in Copenhagen in August. By looking at potential, sense of fashion and communication skills, **ONLY** chose 9 fashion bloggers to join a two day extravaganza in blogging, fashion and photo shoots.

Coming from Denmark, Sweden, Canada, Belgium, France, The Netherlands, Ireland, Finland and Germany the bloggers represented a wide range of fashion traditions.

THE EXCLUSIVE EVENT

On the 25-26th of August **ONLY** welcomed the 9 bloggers in Copenhagen and accommodated them at the exclusive designer hotel, Hotel Fox. Supplied with new jeans and goodie bags the bloggers were treated with a luxurious sushi lunch and got trend inspiration, a talk with the **ONLY** Jeans design responsible and inspiration on how to take their blogs all the way to the skies.

In the afternoon the bloggers were taken **ONLY** shopping and advice was given across the hall from one dressing room to another – the bloggers sharing trends and inspiring each other. Coming back they all immediately blogged about their experience. The night culminated with an exclusive party of dinner, DJ and drinks!

On day 2 the bloggers were taken by limo to a festive photo shoot. Styled by the best stylists and make-up artists the bloggers chose their favourite **ONLY** casual and party outfit. The professional fashion photographer shot individual and group images of all bloggers, and the joyful day culminated with impulsive dancing and laughter as one final shot was taken of all the girls wearing their new **ONLY** high-waisted retro jeans!

The event ended with big hugs, luggage overloaded with new clothes and promises to stay in touch on Facebook. Both **ONLY** and the bloggers had the time of their life.



ONLY is an authentic jeans brand and our mission is to denimize the world! ONLY wants to create a denim revolution, spreading the true jeans-attitude and transforming the everyday life from grey and monotonous to fun, colorful and creatively eventful.

The ONLY brand was introduced to the Danish market in 1995. Today, ONLY has more than 1300 shops in Europe, North America, the Middle East and China. ONLY is a part of the worldwide fashion company Bestseller.