

The Ritual of Softness and Purification: OUVÉ Proposes the Future of Sustainable Wellness in Copenhagen

A convergence of the healing power of SeaCell™, the resilience of French Hemp, and an innovative dual-texture weave



COPENHAGEN, DENMARK – South Korean premium lifestyle brand OUVÉ makes its global debut at *3 Days of Design*, elevating everyday routines into mindful sensory rituals. Within a tranquil exhibition space, OUVÉ introduces its eco-friendly SeaCell™ collection and the new French Hemp line.

The exhibition's centerpiece, the premium SeaCell™ collection, is crafted with 100% organic cotton on the skin-facing side and innovative seaweed-based fibers. This unique composition delivers an unmatched tactile experience, soothing the senses upon contact.

A major highlight is OUVÉ's innovative dual-texture design. Bridging traditional wisdom with modern engineering, it features highly breathable herringbone gauze on one side and plush terry pile on the reverse. This synergy maximizes air circulation, elegantly resolving common challenges of absorption, drying, and hygiene.

Complementing this is the French Hemp line. Utilizing nature's most resilient fibers, it boasts 99.9% natural antibacterial and deodorizing properties. Its exceptional durability withstands frequent washing, a true testament to 'timeless luxury.'

Displayed as soft sculptures, OUVÉ's collections transcend mere utility. Marking its Copenhagen debut, OUVÉ sets a new benchmark, solidifying its position in high-end, ecologically conscious living.

About OUVE

OUVE is a South Korean lifestyle brand that reinterprets ordinary routines into sensory rituals through a harmonious blend of scent, tactile materials, and minimalist design. Inspired by niche perfumery and architectural silhouettes, the brand elevates functional daily items into elegant *objets d'art*. Through sustainable material innovation and sophisticated engineering, OUVE proposes a mindful lifestyle, expanding life's brief moments into profound experiences of comfort and wellbeing.

For further information, high-resolution imagery for press, or interview inquiries, please contact:

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Copenhagen