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| 1Nomination and Motivation  Rebekka Bay | |
| Date 5 December 2013 | Nomination for Affiliate Professor |

**Rebekka Bay**

**Overall**

Rebekka Bay has made a substantial mark on the fashion world, particularly with the brand COS, which is an independent brand under the H&M group. As the Creative Director and based in London, Rebekka Bay was responsible for creating, defining and launching the new brand. Since its launch, COS has been tremendously successful and has given Rebekka Bay international fame. After COS she was hired by the Danish fashion brand Bruuns Bazaar where she made a significant impact on the collections and the style. Shortly after, GAP in New York took her on as their Head of Global Design, and soon her first collection will be on the market. Rebekka Bay stands out as a designer with a distinct, identifiable and uncompromising style and a special eye for a pure Scandinavian look on an international level.

**Background**

Rebekka Bay graduated from Design School Kolding and has since been highly successful, also in commercial fashion. Here she has built a basic and substantial knowledge about the industry in terms of creating collections, making trend studies, doing business and working as an independent designer. Rebekka Bay has the ability to navigate the industry with a high level of integrity and manages to strike a nerve in fashion and create collections that renew companies and have a broad appeal. Before going to Design School Kolding, Rebekka Bay trained to be a cutter and completed a series of theoretical art and culture courses in university. Her basic knowledge therefore applies to craft and theory both – and based on these competences she began her design training. Rebekka Bay has a holistic approach; her collections do not stand alone, but are part of a total brand experience. Therefore, when creating COS, Rebekka Bay also focused on store concept layouts, magazine designs, etc. Rebekka Bay is a popular speaker in private companies and Danish and international design schools.

**Motivation**

Rebekka Bay’s profile combines design with trend, brand and business understanding and she has managed to make an international name for herself and reach the top in large, established global brands. By appointing Rebekka Bay affiliate professor, Design School Kolding wants to strengthen its fashion profile and acknowledge Rebekka Bay for her affiliation with the school as a former student and current lecturer, teacher and examiner. In the future, Design School Kolding wishes to continue to draw on Rebekka Bay’s competences in connection to this.

**Nomination**

Design School Kolding hereby nominates Rebekka Bay for the position as affiliate professor. It is a five-year position with the possibility of renewal. In connection with the appointment, Design School Kolding expects Rebekka Bay to give an inaugural lecture. Additional activities will be agreed on by the Affiliate Professor and Design School Kolding. The appointment becomes effective 1 January 2014.

The appointment committee approves the nomination with the following remarks:

Copenhagen, 13. december 2013.

Anne-Louise Sommer Anders Brix Tore Kristensen

Adjungeret prof. SDU Prof. KADK Prof. CBS