



ICONS

Spring / Summer SS27

WITHBLACK



SHIFTED
perspectives

A NEW SEASON.
A NEW POINT OF VIEW.



CONTENT

05 Key Looks

07 Color Direction

09 Style Guide

11 Silhutttes & Fits

35 Style Overview

45 Ordering

47 Contact

49 Notes



SS27 ICONS

For SS27, WITHBLACK introduces ICONS — a collection shaped by shifting perspectives and a changing state of mind. In a time defined by uncertainty, the desire for simplicity, comfort, and enduring style becomes more essential than ever.

This season explores the new language of quiet luxury: understated yet directional, refined yet effortless. Outerwear is reimaged through sculptural silhouettes, protective proportions, and tactile surfaces that create both presence and ease. Soft structure meets functionality in pieces designed to move naturally through everyday life while elevating the feeling of it.

The palette reflects a softened modernity — grounded earth tones, faded neutrals, deep forest greens, muted blues, rich aubergines, and warm caramels. Colours inspired by calmness, stability, and understated confidence.

ICONS captures the balance between emotional comfort and contemporary sophistication. Luxury is no longer about excess, but about value, longevity, and the way clothing makes you feel.

Confident. Relaxed. Effortlessly composed.

WITHBLACK SS27 ICONS is designed for a modern wardrobe with permanence — pieces that feel relevant now, and even more relevant tomorrow.

SHIFTED PERSPECTIVES — Quiet Luxury for Real Life.

Love
WITHBLACK



WBLFILIPPA VEGAN 3/4 JACKET



WBLNORDIC SPRING JACKET





WBLNOIR SPRING COAT



WBLCORA FUNCTION JACKET





WBLALAIA HOODED JACKET





WBLIMPERIAL WAISTCOAT



WBLZITA BOMBER JACKET





WBLAERO LIGHT JACKET



WBLREVERASBLE MAC



WBLNOIR CHECK SPRING JACKET



WITHBLACK | 21

WBLJUNA SPRING JACKET









WBLCANDICE BOMBER JACKET











WBLTEA VEGAN JACKET



WBLTIMBER CONSTRAST JACKET



WBLIMPERIAL WAISTCOAT





WBLCREST VEGAN JACKET



WITHBLACK | 35

WBLMERIDIAN QUILTED JACKET





WBLALAIA CARCOAT

Dark Sand

100% Cotton

RRP 1.199,99 KR | WHS 428,57 KR



WBLALAIA CARCOAT

Light Falcon

100% Cotton

RRP 1.199,99 KR | WHS 428,57 KR



WBLALAIA CARCOAT

Black

100% Cotton

RRP 1.199,99 KR | WHS 428,57 KR



WBLANTONIA SPRING COAT

Sand Stone

80% Polyester, 20% Viscose

RRP 1.199,99 KR | WHS 428,57 KR



WBLAUGUSTA TRENCHCOAT

Grey Sand

100% Cotton

RRP 1.199,99 KR | WHS 428,57 KR



WBLCELINE MEL SPRING COAT

Taupe melange

70% Wool, 30% Polyester

RRP 1.499,99 KR | WHS 535,71 KR



WBLJAYLINE TAILORED COAT

Warm Sand Pinstripe

68% Polyester, 29% Rayon, 3% Elastane

RRP 1.499,99 KR | WHS 535,71 KR



WBLJENNY MEL SPRING COAT

Falcon Melange

70% Wool 30% Polyester

RRP 1.699,99 KR | WHS 607,14 KR



WBLJENNY MEL SPRING COAT

Taupe Melange

70% Wool 30% Polyester

RRP 1.699,99 KR | WHS 607,14 KR



WBLJUNA SPRING JACKET
Blush
100% Cotton
RRP 1.199,99 KR | WHS 428,57 KR



WBLJUNA SPRING JACKET
Light Falcon
100% Cotton
RRP 1.199,99 KR | WHS 428,57 KR



WBLMEDUSA CHECKED CAPE
Warm Sand Check
73% Polyester, 25% Rayon, 2% Spandex
RRP 1.199,99 KR | WHS 428,57 KR



WBLNOIR 3/4 TRENCHCOAT
Sand Stone | Shell: 98% Cotton,
2% Elastane | Lining: 100% Polyester
RRP 999,99 KR | WHS 357,14 KR



WBLNOIR 3/4 TRENCHCOAT
True Khaki | Shell: 98% Cotton,
2% Elastane | Lining: 100% Polyester
RRP 999,99 KR | WHS 357,14 KR



WBLNOIR 3/4 TRENCHCOAT
Grey Sand | Shell: 98% Cotton,
2% Elastane | Lining: 100% Polyester
RRP 999,99 KR | WHS 357,14 KR



WBLNOIR SPRING COAT
Grey Sand
60% Cotton, 40% Lyocell
RRP 1.199,99 KR | WHS 428,57 KR



WBLOPHELIA SHORT TRENCHCOAT
Light Falcon | Shell: 98% Cotton,
2% Elastane | Lining: 100% Polyester
RRP 1.099,99 KR | WHS 392,50 KR



WBLREVERASBLE MAC
Mineral Grey | Black
55% Cotton, 45% Lyocell
RRP 999,99 KR | WHS 357,14 KR



WBLPAOLA MIDI CARCOAT
 Grey Sand
 50% Polyester, 41% Cotton, 9% Nylon
 RRP 1.099,99 KR | WHS 392,50 KR



WBLPAOLA MIDI CARCOAT
 Blackberry Wine
 50% Polyester, 41% Cotton, 9% Nylon
 RRP 1.099,99 KR | WHS 392,50 KR



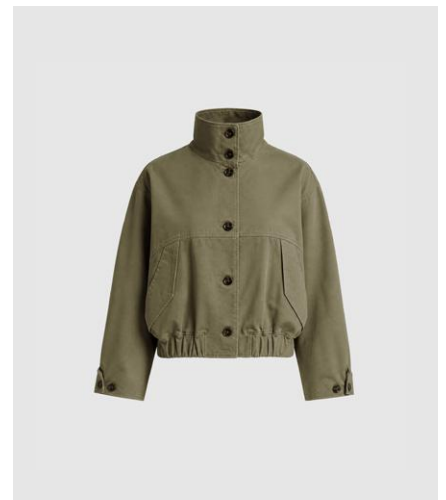
WBLTIDAL SHORT TRENCH
 Grey Sand | Shell: 100% Cotton
 Lining: 100% Polyester
 RRP 899,99 KR | WHS 321,43 KR



WBLTIDAL SHORT TRENCH
 Caramel | Shell: 100% Cotton
 Lining: 100% Polyester
 RRP 899,99 KR | WHS 321,43 KR



WBLNOIR CHECK SPRING JACKET
 Warm Sand Check
 73% Polyester, 25% Rayon, 2% Spandex
 RRP 1.199,99 KR | WHS 428,57 KR



WBLNOIR SPRING JACKET
 Sand Stone
 60% Cotton, 40% Lyocell
 RRP 1.199,99 KR | WHS 428,57 KR



WBLNORDIC SPRING JACKET
 Light Sand
 55% Cotton, 45% Lyocell
 RRP 1.199,99 KR | WHS 428,57 KR



WBLSKYLINE SPRING JACKET
 Blackberry Cherry | Shell: 100% Cotton
 Lining: 100% Polyester
 RRP 899,99 KR | WHS 321,43 KR



WBLSKYLINE SPRING JACKET
 Sand Stone | Shell: 100% Cotton Lining:
 100% Polyester
 RRP 899,99 KR | WHS 321,43 KR



WBLALAIA HOODED JACKET
True Khaki
100% Cotton
RRP 899,99 KR | WHS 321,43 KR



WBLALAIA HOODED JACKET
Sand Stone
100% Cotton
RRP 899,99 KR | WHS 321,43 KR



WBLALAIA HOODED JACKET
Caramel
100% Cotton
RRP 899,99 KR | WHS 321,43 KR



WBLCANDICE BOMBER JACKET
Black
78% Polyester, 18% Rayon, 4% Spandex
RRP 899,99 KR | WHS 321,43 KR



WBLCANDICE BOMBER JACKET
Sand stone
78% Polyester, 18% Rayon, 4% Spandex
RRP 899,99 KR | WHS 321,43 KR



WBLCANDICE CHECK BOMBER JACKET
Blue Check
65% Polyester, 33% Rayon, 2% Spandex
RRP 899,99 KR | WHS 321,43 KR



WBLIMPERIAL WAISTCOAT
Dove Blue
100% Nylon
RRP 599,99 KR | WHS 214,28 KR



WBLIMPERIAL WAISTCOAT
Grey Sand
100% Nylon
RRP 599,99 KR | WHS 214,28 KR



WBLIMPERIAL WAISTCOAT
Blackberry Cherry
100% Nylon
RRP 599,99 KR | WHS 214,28 KR



WBLSCANDI JACKET
Grey Sand
55% Cotton, 45% Lyocell
RRP 1.199,99 KR | WHS 428,57 KR



WBLTIMBER CONSTRAST JACKET
Light Sand | Khaki Mix
55% Cotton, 45% Lyocell
RRP 1.299,99 KR | WHS 464,28 KR



WBLTIMBER CONSTRAST WAISTCOAT
Light Sand | Khaki Mix
55% Cotton, 45% Lyocell
RRP 1.199,99 KR | WHS 428,57 KR



WBLZITA BOMBER JACKET
Blush
63% Cotton, 37% Nylon
RRP 699,99 KR | WHS 250,00 KR



WBLZITA BOMBER JACKET
Menzo Green
63% Cotton, 37% Nylon
RRP 699,99 KR | WHS 250,00 KR



WBLZITA BOMBER JACKET
Dove Blue
63% Cotton, 37% Nylon
RRP 699,99 KR | WHS 250,00 KR



WBLALBA QUILTED JACKET
Sand Stone
100% Recycled Nylon
RRP 799,99 KR | WHS 285,71 KR



WBLALBA QUILTED JACKET
True Khaki
100% Recycled Nylon
RRP 799,99 KR | WHS 285,71 KR



WBLALBA QUILTED JACKET
Blackberry Cherry
100% Recycled Nylon
RRP 799,99 KR | WHS 285,71 KR

GREEN EDITION



WBLASTRID QUILTED JACKET
Sand Stone
100% Recycled Nylon
RRP 599,99 KR | WHS 214,28 KR

GREEN EDITION



WBLASTRID QUILTED JACKET
Grey Sand
100% Recycled Nylon
RRP 599,99 KR | WHS 214,28 KR

GREEN EDITION



WBLASTRID QUILTED JACKET
Blackberry Cherry
100% Recycled Nylon
RRP 599,99 KR | WHS 214,28 KR

GREEN EDITION



WBLMERIDIAN QUILTED JACKET
Total Eclipse
100% Recycled Polyester
RRP 699,99 KR | WHS 250,00 KR

GREEN EDITION



WBLMERIDIAN QUILTED JACKET
Sand Stone
100% Recycled Polyester
RRP 699,99 KR | WHS 250,00 KR

GREEN EDITION



WBLSANDY QUILTED 3/4 COAT
Midnight blue
100% Recycled Nylon
RRP 899,99 KR | WHS 321,43 KR



WBLAERO LIGHT JACKET
True Khaki
100% Nylon
RRP 799,99 KR | WHS 285,71 KR



WBLAERO LIGHT JACKET
Dove Blue
100% Nylon
RRP 799,99 KR | WHS 285,71 KR



WBLAERO LIGHT JACKET
Caramel
100% Nylon
RRP 799,99 KR | WHS 285,71 KR



WBLCORA FUNCTION JACKET
Blush
100% Polyester
RRP 1.199,99 KR | WHS 428,57 KR



WBLCORA FUNCTION JACKET
Uniform Green
100% Polyester
RRP 1.199,99 KR | WHS 428,57 KR



WBLCORA FUNCTION JACKET
Black
100% Polyester
RRP 1.199,99 KR | WHS 428,57 KR



WBLFLORA HOODED JACKET
Warm Taupe
100% Polyester
RRP 699,99 KR | WHS 250,00 KR



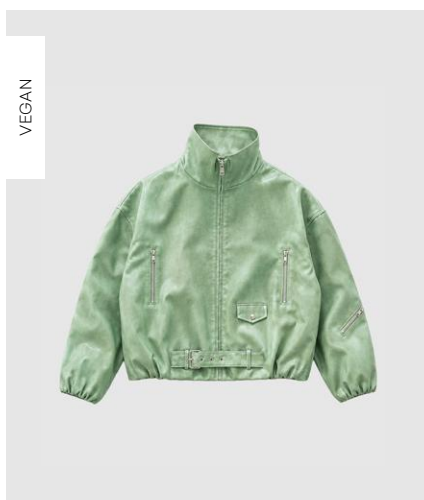
WBLFLORA HOODED JACKET
Falcon Melange
100% Polyester
RRP 699,99 KR | WHS 250,00 KR



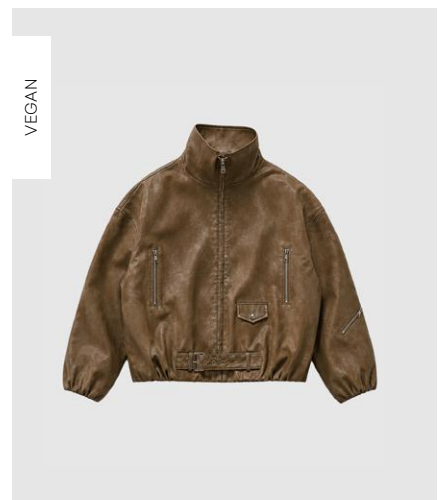
WBLFLORA HOODED JACKET
Grey Melange
100% Polyester
RRP 699,99 KR | WHS 250,00 KR



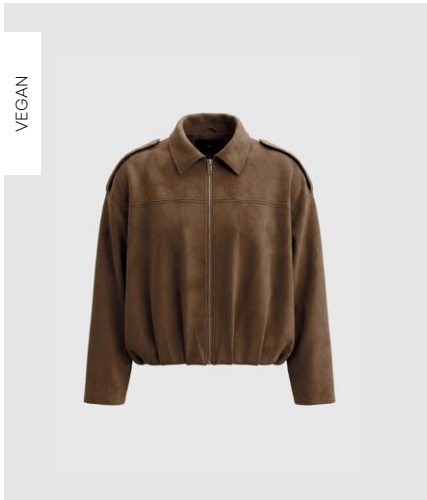
WBLMILLA OVERSIZE SPRING PARKA
Warm Taupe
100% Cotton
RRP 1.199,99 KR | WHS 428,57 KR



WBLCREST VEGAN JACKET
Menzo Green | Shell: 100% Polyurethane | Base:
73% Viscose, 15% Polyester, 8% Cotton, 4% Metal
RRP 899,99 KR | WHS 321,43 KR

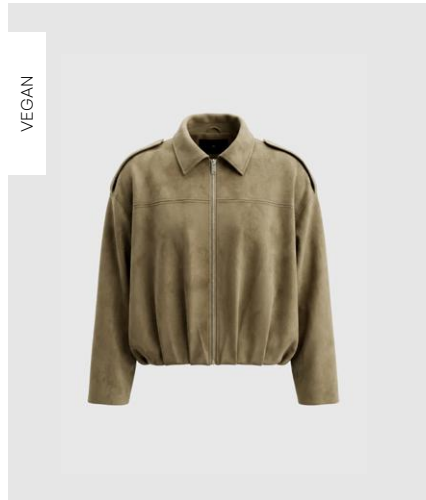


WBLCREST VEGAN JACKET
Sand stone | Shell: 100% Polyurethane | Base:
73% Viscose, 15% Polyester, 8% Cotton, 4% Metal
RRP 899,99 KR | WHS 321,43 KR



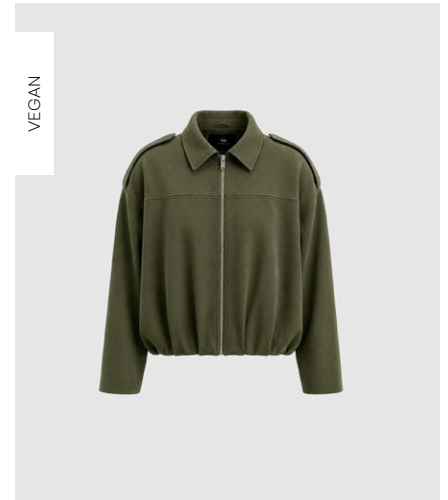
VEGAN

WBLBASE VEGAN SUEDE JACKET
Squirrel Brown | Face: 89% Polyester,
11% Elastane | Back: 100% Polyester
RRP 799,99 KR | WHS 285,71 KR



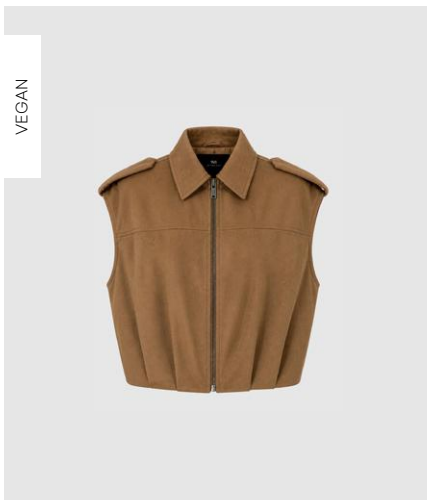
VEGAN

WBLBASE VEGAN SUEDE JACKET
Mid Falcon | Face: 89% Polyester,
11% Elastane | Back: 100% Polyester
RRP 799,99 KR | WHS 285,71 KR



VEGAN

WBLBASE VEGAN SUEDE JACKET
Uniform Green | Face: 89% Polyester,
11% Elastane | Back: 100% Polyester
RRP 799,99 KR | WHS 285,71 KR



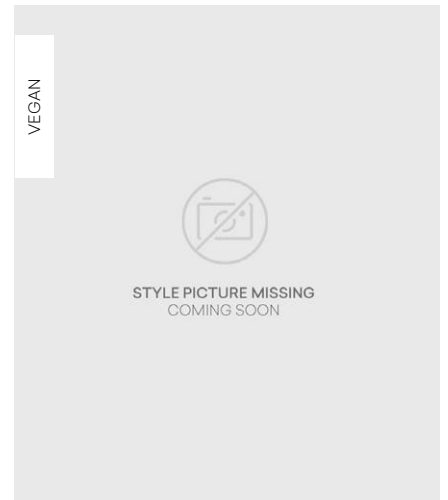
VEGAN

WBLBASE VEGAN SUEDE WAISTCOAT
Cognac | Face: 89% Polyester,
11% Elastane | Back: 100% Polyester
RRP 699,99 KR | WHS 250,00 KR



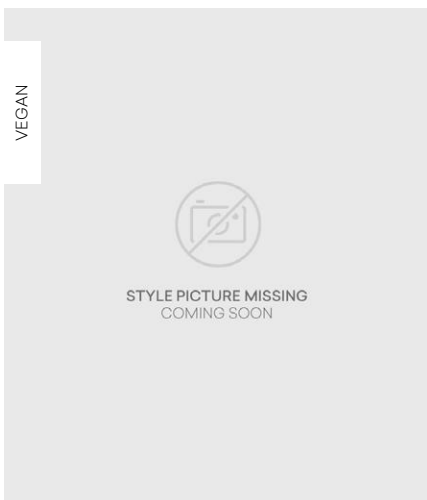
VEGAN

WBLFILIPPA VEGAN 3/4 JACKET
Caramel | 68% Rayon, 18% Polyester, 10%
Cotton, 4% Metallic yarn
RRP 999,99 KR | WHS 357,14 KR



VEGAN

WBLFILIPPA VEGAN 3/4 JACKET
Black | 68% Rayon, 18% Polyester, 10%
Cotton, 4% Metallic yarn
RRP 999,99 KR | WHS 357,14 KR



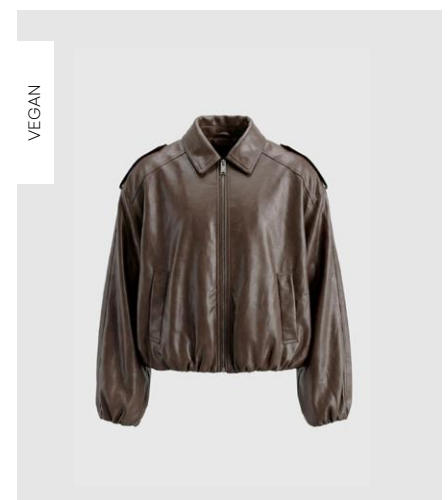
VEGAN

WBLCELINA VEGAN JACKET
Sand Stone
68% Rayon, 18% Polyester, 10% Cotton,
4% Metallic yarn - Polyurethane coated
RRP 899,99 KR | WHS 321,43 KR



VEGAN

WBLISABEL VEGAN JACKET
Grey Sand
100% Polyester - Polyurethane coated
RRP 699,99 KR | WHS 250,00 KR



VEGAN

WBLISABEL VEGAN JACKET
Dark Brown
100% Polyester - Polyurethane coated
RRP 699,99 KR | WHS 250,00 KR

VEGAN



WBLNORDIC VEGAN JACKET
Dark Green | Face: 100% Polyurethane
Base: 94% Cotton, 6% Metal
RRP 999,99 KR | WHS 357,14 KR

VEGAN



WBLNORDIC VEGAN JACKET
Light Sand | Face: 100% Polyurethane
Base: 94% Cotton, 6% Metal
RRP 999,99 KR | WHS 357,14 KR

VEGAN



WBLTEA VEGAN JACKET
Sand Stone
100% Polyester - Polyurethane coated
RRP 899,99 KR | WHS 321,43 KR

VEGAN



WBLTEA VEGAN JACKET
Black
100% Polyester - Polyurethane coated
RRP 899,99 KR | WHS 321,43 KR

AA

stylestore.com



WELCOME TO OUR PARTNER SITE



SEARCH

COUNTRY: EUR

ACCOUNT



0

PRE-ORDER

Showing 1 - 60 of 262 results

FILTER BY ▼



WBLAERO LIGHT JACKET
799,99 KR



WBLALAIA CARCOAT
1.199,99 EUR

Discover WITHBLACK

WITHBLACK comes from the heart of Denmark and speaks the language of genuine, timeless design with a strong emphasis on "buy better for less". Because style and quality should always be affordable. WITHBLACK focuses on creating complete collections that reflects the true essence of the brand: Scandinavian. Simple. Sophisticated.

Exclusive pre-order

For a smooth ordering process and exclusive pre-order access to our latest collection, we offer the opportunity to order via our B2B-Webshop. Creating your personal customer account is straightforward and can be done by contacting our sales team.

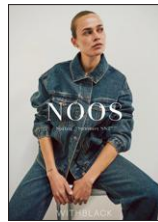
With your personalized account, you can not only pre-order products, but also efficiently manage past orders. It also allows you to easily place replenishment orders and gives you access to a wide range of marketing material.

If you have any questions or need support with your first steps, our dedicated sales team will be happy to help you at any time.

COLLECTION FLOW

6 Annual Collections

Spring / Summer



NOOS
SS

Sales period:
25.05 - 26.06



ICONS
SS

Sales period:
25.05 - 26.06



TRANSI-
TIONS SS

Sales period:
06.07 - 31.08



HOLIDAY
SS

Sales period:
15.09 - 21.10

Autumn / Winter



NOOS
AW

Sales period:
24.11 - 19.01



ICONS
AW

Sales period:
24.11 - 19.01



TRANSI-
TION AW

Sales period:
15.01 - 27.02



HOLIDAY
AW

Sales period:
16.03 - 30.04

Social media

#BETTERWARDROBE #STYLEWITHBLACK #INTERNAVIAN
https://instagram.com/withblack_official

Contact & ordering

WITHBLACK | Scandinavia
Jesper Ravn
jesper.ravn@withblack.com
+45 22 35 16 66

WITHBLACK | Head Office, Denmark
Jesper Rasmussen
jesper@withblack.com
+45 20 70 94 98

Stylestore.com A/S
Sydkrogen 12, DK-7300
+45 70 20 94 98
customerservice@stylestore.com

WB

WITHBLACK

Notes

The logo features the letters 'WB' in a large, white, serif font, with a vertical line through the 'B'. Below it, the words 'WITHBLACK' are written in a smaller, white, sans-serif font. The background is a dark, moody scene with a bright, triangular light source on the right side, creating a strong contrast and a soft glow on the surface below.

WB
WITHBLACK