



DANISH “DRAGONS” INVEST IN ICONIC DESIGN FAMILY

Happily smiling the two creators of the children wear brand, **Pierrot la Lune**, yesterday left the Danish National tv show, “**Løvens hule**” (Dragons’ Den/Shark tank), with no less than three investors, **Christian Stadil**, **Jesper Buch** and **Peter Warnø**. The three experienced business men were blown away by the talented siblings **Emilie Ventujol** and **Rasmus Mogensen** and their ability to create high end design at affordable democratic prices while at the same time securing all their products to be 100% GOTS-certified, the world’s strongest environmental certification.

The two entrepreneurs are the grand children of famous furniture designer **Børge Mogensen** who in the forties created his so called democratic furniture for danish FDB and they are brought up knowing that design and craftsmanship must be of high quality as well as accessible to all. The new partners invested 750.00 Dkr and now altogether own 30% of the firm.

“We are uncompromising on behalf of our mutual environment. We want to take part in reducing the CO₂ emission in one of the world’s most polluting industries,” says Emilie Ventujol who along with her brother established Pierrot la Lune in 2014. Since then their poetic designs have been awarded the **Vogue Kids talent price** and have been featured in prestigious international magazines such as Milk Japon and Vogue Bambini. The brand is already selling in Europe but is notably popular in USA and Japan.

Supported by this investment Pierrot la Lune becomes more accessible for all Danes who want to dress their children both luxurious and environmentally safe and sound. The brand is now available at luksusbaby.dk, miinto.dk, the Salling department stores and Tinderbox under which they have their own shop in Illum, a department store in Copenhagen.

Emilie Ventujol is a passionate clothing designer who have lived a number of years in India. Her designs are strongly influenced by indian textile traditions combined with the Nordic touch of simplicity she has grown up with.

Rasmus Mogensen is a fashion photographer living in Paris where he shoots for international magazines and brands, most recently Vogue Thailand. Rasmus shoots all Pierrot la Lune’s evocative campaigns.

For more comments please contact Emilie Ventujol, +45 26 83 29 67 / emilie@pierrotlalune.dk

High resolution photos can be downloaded [here](#)