

REBELLE

BRAND BOOK

REBELLE COPENHAGEN



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Nordic by nature

BORN IN DENMARK
AND RAISED IN SWEDEN,
REBELLE COPENHAGEN
CARRIES THE NORDIC
SPIRIT AT ITS HEART.

A spirit that has inspired everything we do since Rebelle Copenhagen was founded in 2024 — from carefully chosen ingredients and design to the care put into every product.

OUR PHILOSOPHY

is to combine sleek, eco-friendly packaging with carefully selected ingredients that are natural, organic, and gentle on your skin. Each product is designed to feel and smell wonderful — while staying true to our strong commitment to sustainability and respect for nature.

OUR PRODUCTS

are crafted in Sweden with the finest Nordic ingredients. Each formula gives your skin the nourishment and care it deserves. They are plant based and dermatologically tested.

SUSTAINABLE SOURCING

means choosing packaging with care for the environment. All materials are responsibly sourced — often from renewable resources — and come from partners who follow ethical practices.

EVERY PRODUCT WE CREATE
IS ROOTED IN KINDNESS.
TO YOUR SKIN, YOUR BODY,
AND THE PLANET.

BETTER MATERIALS, BETTER CHOICES

We keep the planet in mind when choosing our packaging. All materials are responsibly sourced — often from renewable resources and always with care for people and nature.

RECYCLABLE IS A MUST

We use materials like glass and recycled PET plastic that can be recycled again and again. It's a simple step that helps support a more circular way of living.

KIND TO YOU, KIND TO THE PLANET

From what's inside the bottle to how it's made and packaged — every part of our products is created with thought and care.





In Nordic design, less is more

IT'S ABOUT STRIPPING
AWAY THE UNNECESSARY
TO FOCUS ON WHAT TRULY
MATTERS: FUNCTION,
QUALITY, AND BEAUTY.

MINIMALIST DESIGN

This minimalist approach is not about doing without — it's about choosing with care. Every line, shape, and material has a purpose. There's no decoration for decoration's sake; instead, the beauty lies in simplicity, balance, and clarity.

By reducing visual noise and focusing on thoughtful design, we create products that feel calm, timeless, and easy to live with — just as Nordic design has always intended.



One bottle at a time

OUR WAY OF TAKING RESPONSIBILITY IS MAKING A REAL DIFFERENCE — SMALL CHOICES THAT ADD UP TO MEANINGFUL CHANGE.

PREVENTED OCEAN PLASTIC

All of our bottles are made from recycled plastic, collected from coastal areas at risk of ocean pollution.

Discarded plastic is picked up by local collectors in vulnerable coastal regions. The bottles are brought to nearby collection centers, where they are sorted and prepared for transport. Once delivered to recycling facilities, the plastic is washed, sanitized, and processed into high-quality raw material — all in line with European and North American standards.

Every step of the way is traceable, from the coastline to the final packaging you see on the shelf. It's certified, sustainable, and offers you a better plastic choice.



First Collectors on the Beach



Transport at Collection Centre



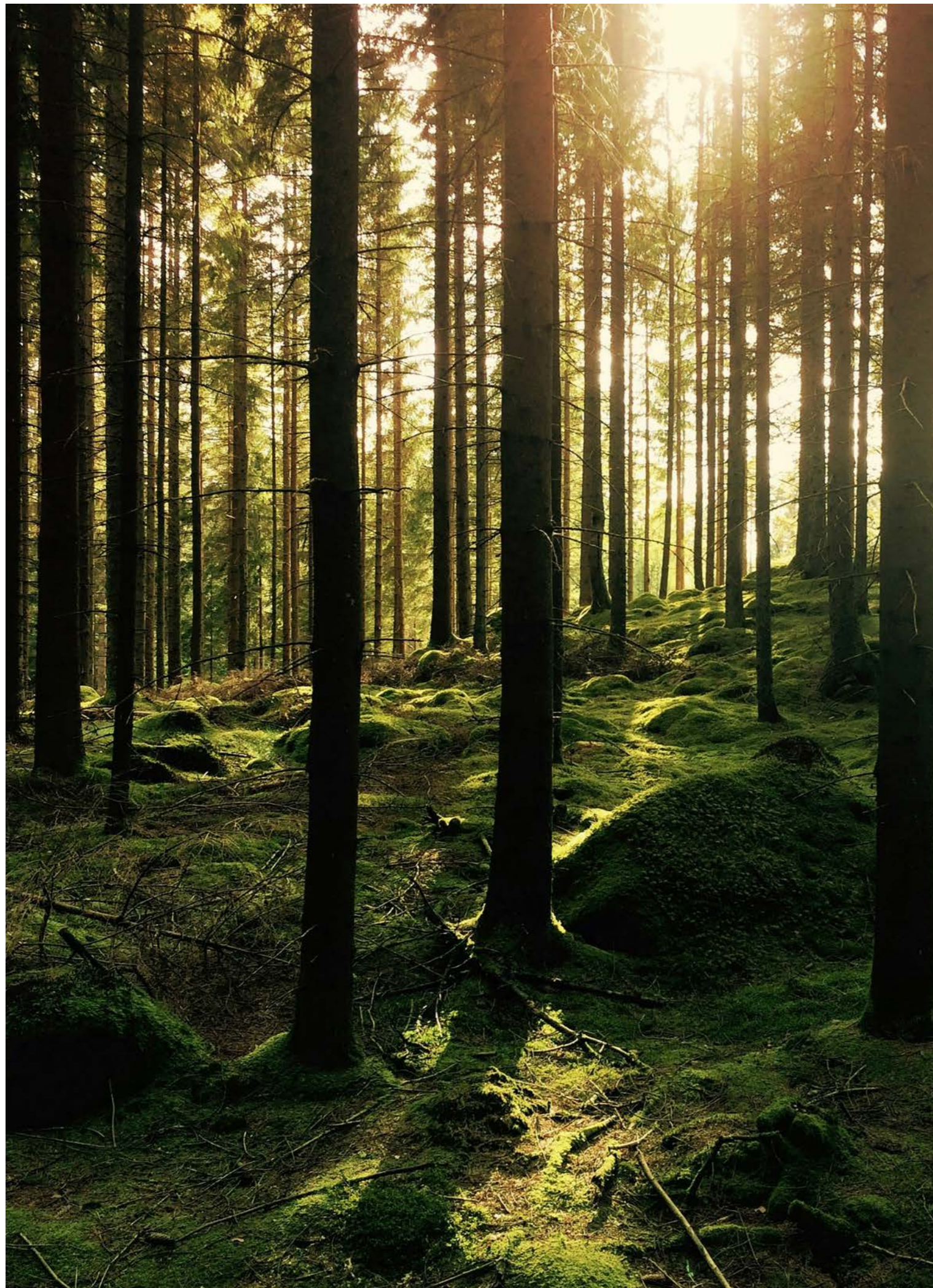
Grassroots Work



Quality Control



POP-Clean Beach



Scents awaken the mind

OUR SCENTS ARE MADE TO BRING PRESENCE, NOT NOISE.

Our signature scent collection is a carefully handpicked selection of natural scents. Each blend is made with high-quality ingredients and inspired by nature's expressions.

Lemongrass / Mint

Clean and uplifting — a crisp, green blend

Mandarin / Rosemary

Bright citrus paired with herbal depth — refreshing yet balanced scent

Forest Flowers

Soft and floral

Lily of the Valley / Cedar / Jasmine

Delicate and elegant

Lemongrass / Thyme

Fresh and herbal

Sandalwood / Criste Marine

A meditative scent with notes of warm wood and sea breeze

Raspberry / Mint

Sweet and invigorating — a fresh blend

Aloe Vera / Jojoba

Soothing and nourishing — gentle care for the skin



100% VEGAN

All of our products are made without animal ingredients and never tested on animals. Pure, plant-based care in every bottle.



DERMATOLOGICALLY TESTED

All of our products are clinically tested under the supervision of dermatologists to ensure they are safe and gentle for most skin types.



PREVENTED OCEAN PLASTIC

All of our bottles are made from recycled plastic collected from coastal areas at risk, helping to keep plastic out of the oceans.



MADE IN SWEDEN

All of our products are developed and produced in Sweden, combining quality, innovation, and a uniquely Swedish sense of care.



NATURAL AND/OR ORGANIC INGREDIENTS

All of our products are made with plant-based ingredients, chosen for their origin and skin-friendly benefits. We aim to use as many natural and organic ingredients as possible.





HAND+BODY WASH

H+BW

ESSENTIALS

Indulge your skin with a gentle and nourishing Hand & Body Wash enriched with natural oils.

The fresh scent awakens the senses, providing an instant feeling of energy and well-being.

Contains aloe vera to soothe and hydrate the skin, while glyceryl oleate and betaine help maintain the skin's natural balance and softness.

Extracts of willow bark and bamboo provide mild, natural nurturing properties that strengthen and protect the skin.

Vegan, dermatologically tested and made in Sweden with natural and organic ingredients.

The packaging is made from recycled plastic – Prevented Ocean Plastic™.

5000 ML

- LM Lemongrass / Mint
- MR Mandarin / Rosemary
- FF Forest Flowers

500 ML

- LM Lemongrass / Mint
- MR Mandarin / Rosemary
- FF Forest Flowers

300 ML

- LM Lemongrass / Mint

50 ML

- LM Lemongrass / Mint
- MR Mandarin / Rosemary
- FF Forest Flowers





HAND CREAM

HC

ESSENTIALS

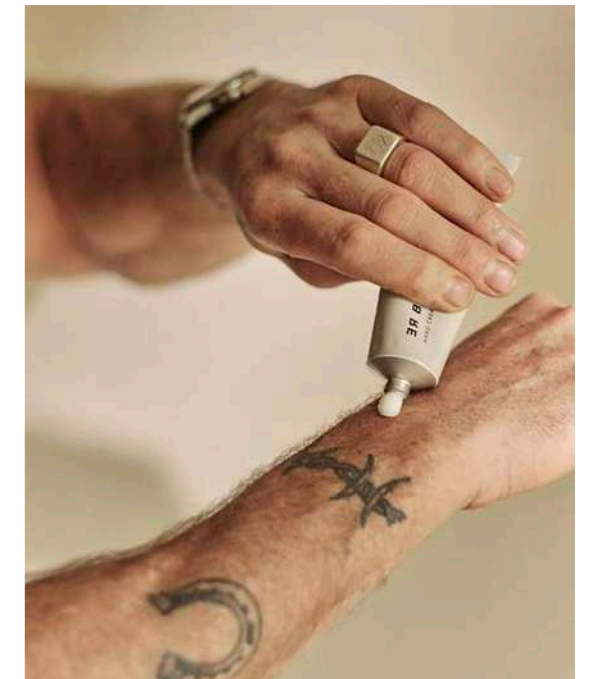
Moisturizing Hand Cream with nourishing shea butter, packed with vitamins and natural fatty acids that deeply hydrate and soften your skin.

Enriched with natural oils that provide extra nourishment and protection.

Vegan, dermatologically tested and made in Sweden with natural and organic ingredients.

50 ML

- FF Forest Flowers
- LM Lemongrass / Mint
- MR Mandarin / Rosemary





HAND+BODY SOUFFLÉ

H+BS

ESSENTIALS

Indulge your skin with this fresh and lightweight Hand & Body Soufflé.

It absorbs quickly into the skin, while the nourishing shea butter base, enriched with plant extracts such as birch bark and willow bark, along with moisturizing ingredients, works intensively to soften and rebuild the skin.

The soufflé is formulated with gentle emulsifiers and natural emollients for a silky smooth finish.

Vegan, dermatologically tested and made in Sweden with natural and organic ingredients.

The packaging is made from recycled plastic — Prevented Ocean Plastic™.

300 ML

- LM Lemongrass / Mint
- MR Mandarin / Rosemary





LIQUID SCRUB CLEANSER

LSC

ESSENTIALS

Mild and moisturizing scrub cleanser with olive kernels that gently scrubs your hands and skin.

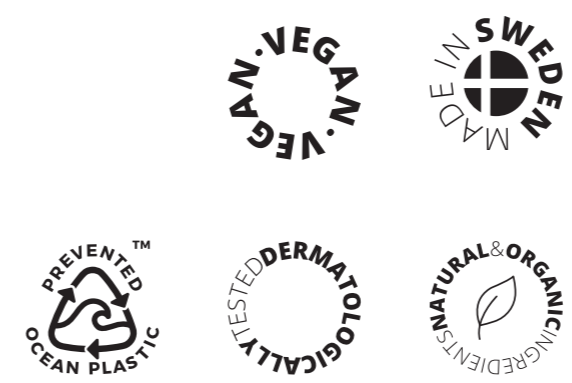
Natural oils have an energizing, uplifting and invigorating effect.

Vegan, dermatologically tested and made in Sweden with natural and organic ingredients.

The packaging is made from recycled plastic — Prevented Ocean Plastic™.

500 ML

LM Lemongrass / Mint





HAND SERUM

HS

ESSENTIALS

Experience the unique benefits of our fantastic Hand Serum, where natural and nourishing oils work in harmony to provide your skin with optimal care.

The light and fast absorbing base with shea butter intensely hydrates and softens even very dry and sensitive skin.

A rich blend of oat oil and wheat germ oil strengthens the skin's natural barrier, soothes irritation, and supports skin regeneration.

Tocopherol (Vitamin E) acts as a powerful antioxidant that protects the skin from harmful environmental stressors.

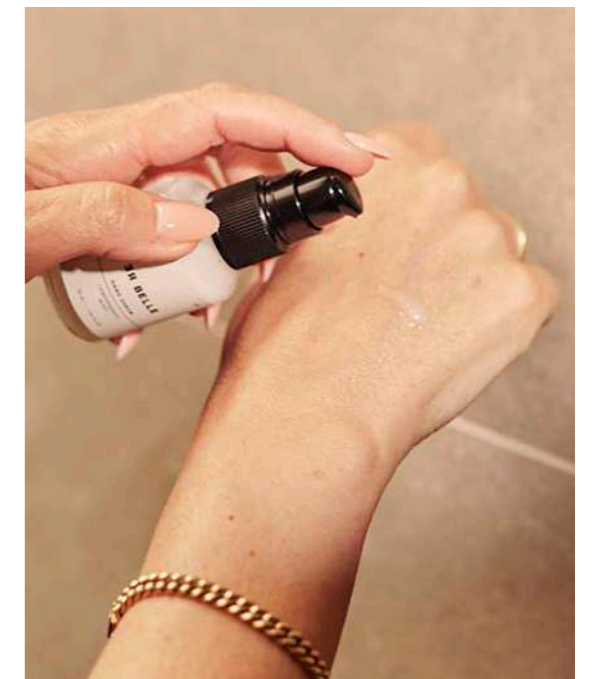
Natural oils provide a fresh, invigorating scent while also offering antibacterial properties.

Formulated with gentle plant based emulsifiers and softeners, the serum ensures a silky smooth finish.

Vegan, dermatologically tested and made in Sweden with natural and organic ingredients.

50 ML

LM Lemongrass / Mint





HAND+BODY DUO KIT

H+B DK

ESSENTIALS

Treat your skin to this refreshing duo featuring a gentle Hand & Body Wash and a light, deeply moisturizing Hand & Body Soufflé – both enriched with natural oils from lemongrass and mint, delivering a revitalizing and uplifting scent experience.

The soufflé absorbs quickly, leaving skin soft, smooth, and nourished. Shea butter forms the caring base, while bark and bamboo extracts offer natural, strengthening benefits.

Vegan, dermatologically tested and made in Sweden with natural and organic ingredients.

The packaging is made from recycled plastic – Prevented Ocean Plastic™.

2 X 300 ML

LM Lemongrass / Mint





LIP BALM

LB

ESSENTIALS

Perfect for everyday use, our lip balms provide instant relief, deep hydration, and leave lips soft, smooth, and comfortable.

The Caring Lip Balm with Aloe Vera and Jojoba Oil soothes, repairs, and nourishes dry or sore lips.

The Hydrating Lip Balm with Raspberry and Mint Oil cools, soothes, adds volume, and helps define the natural shape of the lips, while deeply hydrating and leaving lips healthy and smooth.

Dermatologically tested and made in Sweden with natural and organic ingredients.

7,8 G

- AJ Aloe Vera / Jojoba
- RM Raspberry / Mint





ROOM MIST

RM

ESSENTIALS

Refresh your home with Forest Flowers Room Mist – an elegant and natural fragrance spray designed for the a esthetically minded space.

Green top notes blend with the soft sweetness of Orange Blossom and a warm, sophisticated hint of White Musk.

The result is a subtle and refined scent that brings calm and balance to both rooms and textiles.

Made in Sweden with natural ingredients – presented in an exclusive glass bottle and a beautifully designed box.

100 ML

FF Forest Flowers





ROOM DIFFUSER

RM

ESSENTIALS

Create a calm and balanced atmosphere with Room Diffusers – an elegant fragrance experience for the aesthetically minded home. The natural rattan sticks gently diffuse a soft, harmonious scent.

Enjoy the delicate notes of Forest Flowers, the woody tones of Sandalwood – Criste Marine, or the floral notes of Lily of the Valley.

Adjust the intensity to your preference – five sticks are included, and more can be added for a stronger scent experience.

Made on the Swedish west coast with pure, natural ingredients, and presented in an exclusive glass bottle with refined, design-conscious packaging.

180 ML

- FF Forest Flowers
- SCM Sandalwood / Criste Marine
- LCJ Lily of the Valley / Cedar / Jasmine





DISHWASHING LIQUID

DL

ESSENTIALS

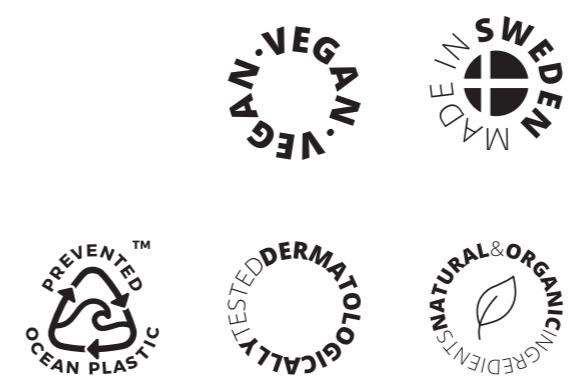
Gentle and moisturizing dishwashing liquid enriched with natural oils, offering a refreshing and invigorating experience.

A biodegradable formula with mild surfactants for effective and sustainable dish cleaning.

Vegan, dermatologically tested and made in Sweden with natural and organic ingredients.

500 ML

LM Lemongrass / Thyme





TOTE BAG

TB

ESSENTIALS

Say hello to your new go-to Totebag! Crafted from 100% Organic cotton, this bag is not only stylish but also eco-friendly.

Featuring a sleek, minimalist design, it complements any outfit, whether you're running errands or enjoying a day out.

DETAILS

Light grey
Organic cotton





BOTTLE HANGER

BH

ESSENTIALS

Keep your soap bottles organized and within easy reach with our Stainless Steel Bottle Hanger.

This sleek and durable hanger securely holds your bottles while saving valuable counter space and keeping your bathroom or kitchen neat and tidy.

The minimalist design blends into any interior and is easy to install, making it both a practical and stylish addition to your home.

Suitable for hand soap, dish soap, or other bottles, it ensures your essentials stay in place and accessible.

Crafted in Denmark from high-quality stainless steel.

DETAILS

Height 100 mm
Stainless Steel





LIP BALM
Aloe Vera / Jojoba
7,8 G / #90010



LIP BALM
Raspberry / Mint
7,8 G / #90011



TOTE BAG
Organic cotton
Light grey / #90019



HAND+BODY WASH
Lemongrass / Mint
50 ML / #90021



HAND+BODY WASH
Mandarin / Rosemary
50 ML / # 90022



HAND+BODY WASH
Lemongrass / Mint
300 ML / #90016



ROOM DIFFUSER
Forest Flowers
180 ML / #90013



ROOM DIFFUSER
Sandalwood / Criste Marine
180 ML / #90014



ROOM DIFFUSER
Lily of the Valley / Cedar / Jasmine
180 ML / #90015



HAND+BODY WASH
Lemongrass / Mint
500 ML / #90001



HAND+BODY WASH
Mandarin / Rosemary
500 ML / #90002



HAND+BODY WASH
Forest Flowers
500 ML / #90003



BOTTLE HANGER
Stainless Steel
HEIGHT 100 MM / #90025



LIQUID SCRUB CLEANSER
Lemongrass / Mint
500 ML / #90004



ROOM MIST
Forest Flowers
100 ML / #90012



HAND+BODY WASH
Lemongrass / Mint
5000 ML / #90017



HAND+BODY WASH
Mandarin / Rosemary
5000 ML / #90018



HAND+BODY SOUFFLÉ
Lemongrass / Mint 300 ML / #90008 Mandarin Rosemary 300 ML / #90020



HAND+BODY DUO KIT
Lemongrass / Mint
2 X 300 ML / #90023



HAND SERUM
Lemongrass / Mint
50 ML / #90009



DISHWASHING LIQUID
Lemongrass / Thyme
500 ML / #90024



HAND CREAM
Forest Flowers
50 ML / #90007



HAND CREAM
Mandarin / Rosemary
50 ML / #90006



HAND CREAM
Lemongrass / Mint
50 ML / #90005



Rebelle Copenhagen was founded on years of expertise in lifestyle, wellness, interior design, and personal care — with a vision to create a brand deeply rooted in Nordic aesthetics and built on authenticity, transparency, quality, and care.

The foundation in interior design plays a vital role in shaping the brand's identity. Just as a thoughtfully designed space brings balance, warmth, and refinement to everyday life.

Rebelle Copenhagen products are designed to integrate seamlessly into daily rituals while elevating them with understated elegance. Every detail — from the purity of the ingredients to the tactile feel of the packaging — reflects harmony, purpose, and timeless beauty.

From the very beginning, the ambition has been clear: to combine the natural purity of ingredients with the elegance and style of luxury, creating products that both look and feel exceptional.

Today, Rebelle Copenhagen carries this vision forward, guided by the principles of modern minimalism and Nordic design. The result is a collection of products that celebrate well-being, elevate personal rituals, and honor the beauty of simplicity.

Christian Vedel Egly
Founder and Partner, Rebelle Copenhagen

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RE BELLE

REBELLE COPENHAGEN IS A LIFESTYLE BRAND INSPIRED BY NORDIC DESIGN, DEDICATED TO QUALITY AND SIMPLICITY. IT CREATES PRODUCTS THAT BLEND NATURAL PURITY WITH ELEGANT LUXURY FOR EVERYDAY USE.

STAY CONNECTED TO LEARN MORE, FIND INSPIRATION, AND FOLLOW OUR JOURNEY ALONG WITH NEW COLLECTIONS.



rebellecopenhagen.com