

CASUAL FRIDAY



SPRING OPENING 2026

JACKET 20506181 | PANTS 20506196





SHIRT 20506162

THE FINE  
ART OF  
INFORMALITY

THE SEASON  
OF WARMER DAYS

LIGHT LAYERS,  
COTTON KNITS AND  
SUNLIT WALKS IN  
THE CITY



SHIRT 20506158 | PANTS 20506195

POLO KNIT 20506172 | PANTS 20506193





JACKET 20506186 | PANTS 20506193







KNIT 20506173 | JEANS 20506199





# *A CONVERSATION OVER COFFEE*

*WITH DAVID ANDERSEN, CO-OWNER OF SONNY CAFÉ*

In Copenhagen, mornings begin in motion. A quiet run through the city. A stop for coffee at your favorite corner café. A slow conversation that is longer than planned. This is the everyday life that inspired the collaboration between Casual Friday and Sonny Café - two Danish-born brands that share a commitment to quality, ease, and understated style.

This photoshoot took place around the corner from Sonny and we sat down to have a chat with the owner David. Located in the heart of Copenhagen at Frederiksberg, Sonny is more than a café - it's a meeting place, a post-run ritual, and a local community - a perfect spot to showcase our newest Spring Opening 2026 Collection.

Founded by David Andersen and Sara Wreschner, Sonny was born from a desire to create a warm, personal space inspired by David's years in the Parisian coffee scene. The café blends minimalist design with a cozy, lived-in feel, handcrafted touches, seasonal dishes, and an uncompromising approach to quality. When David Andersen returned to Copenhagen after working in Paris cafés, inspired by artisanal coffee, natural wines, and a slower pace of life, he was ready to build something of his own. In 2016, with his wife Sara Wreschner's encouragement, they took a leap and opened Sonny.

At first, the café aimed to be an evening wine bar, but the community responded to the morning vibe instead - so David and Sara embraced that shift, focusing on daytime service, exceptional coffee, homemade pastries, and a welcoming atmosphere. Sara even left her day job to fully commit, baking morning rolls and crafting the details behind the scenes.

With a polished but personal presence on Instagram, Sonny has built a loyal following that loves both the aesthetic and the soul behind the brand. What makes Sonny stand out isn't just the coffee or the light-filled interiors - it's the atmosphere. Guests come not just to drink, but to stay. To talk, to reconnect, to start their day grounded. It's this spirit of intentional informality that resonates so deeply with Casual Friday.

For us at Casual Friday, collaborating with Sonny felt natural. We're both driven by the same Scandinavian ethos: do fewer things, but do them better. This partnership reflects that - through pieces that fit into your day just like Sonny does: effortlessly, stylishly, and with purpose.



*The Spring Opening 2026 collection was shot on the streets of Copenhagen, and at the Sonny café - owned by David Andersen and his wife Sara Wreschner.*



How did the Sonny journey begin?

After working in cafés in Copenhagen and Paris, David Andersen returned with a passion for quality and a desire to create something of his own. With no investors but plenty of ideas, he and his wife Sara opened Sonny in 2016. Initially planned as a wine-focused evening spot, it quickly became clear the café had a stronger daytime appeal. Pivoting away from dinners turned out to be a smart move - one that defined Sonny's relaxed, morning-centered identity.

How did you come up with the name Sonny?

The name came about completely by chance. While watching a football match at a bar in Paris shortly after signing the lease, a commentator mentioned Brazilian player Sonny Anderson. Sara casually said "Sonny" would be a great name for a future child - David had never considered it before. The name stuck, and it became the name of their café.

What is Sonny Times?

Sonny Times is a new 30-square-meter extension of the original café, created to meet two growing needs: a larger kitchen for baking and a cozy space for meetings or private dining. It allows Sonny to expand its homemade offerings - like rye bread, banana bread, and strawberry tarts - for take-home via bake sales. It's both a creative workshop and a social space, reflecting the café's continued evolution.

What inspires the menu at Sonny, and how do you select the dishes you serve?

At Sonny, we draw inspiration from the seasons and local ingredients, focusing on what's fresh and flavorful. We want our dishes to be comforting yet modern - nothing too complicated, just simple food done well. Whether it's our famous rye bread or a fresh twist on a classic, it's all about creating a welcoming experience that feels both satisfying and special.

How does the private dining concept at Sonny Times work?

The private dining experience at Sonny Times accommodates up to 12 guests. The menu is curated for each event, often in collaboration with the guests and the chef for the evening. It could be a theme-based meal—like Italian cuisine one night, or Tel Aviv-inspired dishes the next. The team might cook themselves or invite an external chef to host a special takeover.

What role has Instagram played for you?

David explains that from the start, Sonny's Instagram has been a tool to reach both locals and tourists by communicating in English. It's not about personal moments but maintaining a consistent aesthetic that aligns with the café's identity. Instagram has helped create a buzz around products - like the lemon-thyme lemonade - and even led to customers ordering lunch via direct message, showcasing how the platform fuels engagement and excitement around their offerings.



See more of David Andersen and Sonny café on Instagram @sonny.cph

JACKET 20506182







SS SHIRT 20506157 | PANTS 20506193

JACKET 20506185 | SHORTS 20506191





POL O 20506206

POLO 20506206 | JEANS 20506199





JACKET 20506185







SS SHIRT 20506164 | PANTS 20506196





JACKET 20506187 | PANTS 20506195

SWEATSHIRT 20506213 | JEANS 20506199





JACKET 20506177 | PANTS 20506195

THE FEELING  
OF A NEW  
BEGINNING

FRESH AIR  
THROUGH OPEN  
WINDOWS

BRIGHT MORNINGS,  
SOFT BREEZES  
& AFTERNOONS  
IN THE SUN



JACKET: 20506179 | PANTS: 20506196

JACKET 20506187 | PANTS 20506195





SWEATSHIRT 20506213 | JEANS 20506199

FRIDAY JAN 30