

After working with Burning Hearts Festival the thoughts of opening a store where people could stop by for a cup of coffee, hang out and get themselves a good pair of Red Wings at the same time, went from idea to reality. Kristoffer Stensbo, Søren Fryd and Steen Jakobsen worked their butts off and on February 22nd this year, Burning Hearts Apparel in Odense, opened up their doors for the first time.

Words by Mia Kristoffersson

BURNING HEARTS APPAREL

*Come by for a cup of coffee*





Steen Jakobsen



Søren Fryd



# BURNING HEARTS APPAREL

STETSON | EAT DUST | ORIGINAL PLAYBOY SHOES  
IRON & RESIN | TRIUMPH MOTORCYCLES CLOTHING

CARHARTT | PIKE BROTHERS | 70'S HELMETS | S.N.S HERNING  
RED WING HERITAGE | DICKIES | TRIUMPH MOTORCYCLES CLOTHING



...we are so ready  
to bring it on...

- Kristoffer Stensbo



Kristoffer tl and Søren tr with Gert van Ommeren who came all the way from Holland at the opening party.



The store were packed of good people at the opening party.

Passion is a strong force and out of it came the idea of opening up an old school clothing store in the heart of Odense.

Kristoffer Stensbo visited the Burning Hearts Festival during 2018. He started to get to know the two festival founders Steen Jakobsen and Søren Fryd.

Kristoffer who has a great interest in everything about bikes and especially old bikes started

helping out with the next festival and while working together with Steen and Søren the idea of Burning Hearts Apparel - a store, with a feeling of just a good place to hang out at, was born.

**ALREADY IN JULY 2019** Kristoffer entered the becoming store for the first time. Søren and Steen were helping out as much as they could. After Burning Hearts Festival, in August, both work and

ideas escalated.

The basic was to create a store with brands for people who are aware of good old school quality. Most of it well suited for bikers, but also for the ones just looking for that certain style.

The great atmosphere around the Burning Hearts Festival was also something they wanted included into the store concept.

– It's all about people and to make them feel good, Kristoffer says.

In order to make that happen the store went from nothing to a cozy, cool place with a feeling of your own living room. Friendly and somewhere to relax while getting a darn good jacket from Carhartt or a shirt from Dickies or really good quality gloves for riding from Iron&Resin. It's all there.

The opening was super awesome, but only two weeks after it, the world got hit by the Corona

virus. Nothing anyone could have predicted. Luckily the online store was up and running and at the moment that's the only way to buy all the cool quality stuff they offer.

– It's hard to send out all the good vibes over the Internet, but we are staying positive and are so ready to bring it on, when this is over. We are having so many plans of small events in the store and together with other

small businesses in our hood. We would like to create not only a store, but a place where you can just stop by, while out riding, if you need something new to wear or if you just want to be part of a community with passion for old school quality gears, bikes, accessories, clothing and not least good people, Kristoffer concludes.

Info about Burning Hearts Apparel at [burningheartsaparel.com](http://burningheartsaparel.com)