

# OUR HERITAGE <sup>goes</sup> URBAN

with love from Norrland!

This season, something new and fun is happening on the Scandinavian fashion scene  
 - three new fashion brands are blending the cultural heritage from Norrland with contemporary design.



Littmarck's Nordic bracelets are following the duodji, an ancient sami craft from the land called Sápmi above the arctic circle. For 1000's of years the nativ sami trabies have lived side by side with the harsh nature in respect and harmony. The natural materials as used in the duodji;reindeer leather, horn silver and tin are kept, but Nordic was formed with influenses from the city life. More color! More style! The unisex bracelets are all made by hand with love and precision. A blend of an old tradition and living a new one...

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**LITTMARCK**  
 swedish treasure & design



Heart of Lovikka is a new name is ladies fashion, creating beautiful knitwear with inspiration from the century old knitting tradition in Lovikka, a small village in Northern Sweden. This village is widely known in Sweden for its warm and beautifully decorated mittens, that are like nationalicons for Swedes. Heart of Lovikka was established in 2009 and is already available in 25 stores in Sweden and has just started its European expansion.

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*Heart of Lovikka*

SWEDEN



BeakBoots' idea is to bring old tradition and handicraft into the modern fashion world, urbanise its features while still following the process that makes these boots and bags so special. Beak Boots' influences are Nordic traditional design and natural high-quality materials. From the leather chosen to each stitch sown by hand, these boots and bags have had passion built right into them from the beginning. BeakBoots is all about cutting-edge and slow fashion

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*Beak  
 Boots*

CPH VISION 11-14 february Øksnehallen Stand # 92  
 BOMULLSBÖRSEN 18-21 february Stand # 11