

# **I Dig Denim releases new spring collection.**

**With the new denim line, called SS12, the jeans brand I Dig Denim continues to charm the European denim scene. The collection, aimed at children up to approximately 12 years of age, draws inspiration from the wild elements of a western Swedish coastal landscape – sea, rocks and open skies are ever present and reflected in the color schemes and fadings of the fabric. Although every detail is carefully considered, the jeans models are characterized by a strong sense of style, with clearly relaxed and carefree expression. New to this collection is the number of matching tops, that can be combined to suit any mood and occasion. I Dig Denim SS12 is sold in selected stores, including NK in Stockholm and Gothenburg, Åhléns and Danish Illum.**

The Gothenburg based company *I dig denim* was founded in 2009 and is an exciting brand for children with a great taste for cool denim clothing. And their parents, of course. The vision of I dig denim is to provide all children with jeans and denim clothing, with as high quality and fashion level as for adults. I dig denim's clothes will show the personality of those who wear them. And who show greater personalities than kids?

*– I've always loved jeans. From the fabric qualities all the way to how it can be formed and adapted to the individual taste. Denim is timeless, easy to wear and practical. By using my brand, I want to give all children what I love myself. Simply put, I dig denim,* says the company founder Hanna Clavegård.

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