

# Hanna Clavegård announced The Kids Fashion Designer of the year 2013

Hanna Clavegård was announced The Kids Fashion Designer of the Year at the 2013 Mama gala, held by Swedish parental Mama magazine on Monday 18th November in Stockholm.

Mama Magazine states: "When Hanna Clavegård couldn't find cool and comfy unisex jeans for her kids she decided to make them herself. Four years later I dig denim can be found in 15 countries worldwide. We dig you, Hanna!"

"It feels fantastic! Especially since as there are so many talented fashion designers in Sweden. I feel like I've reached a mile stone in my career and I want to thank everyone who has supported me in my work. Now I will continue to work hard towards new and exciting adventures," says Hanna Clavegård on her award win.

In 2009 Hanna Clavegård founded I dig denim, a denim brand for kids between 2-14 years. The collection quickly became popular and as of today, I dig denim is represented in 15 countries worldwide, selling in 80 carefully selected stores, among others at NK department store in Sweden and Illum in Denmark.

The inspiration for I dig denim's collections comes from the wild elements of the Swedish west coast - the sea, rocks and open skies - which are ever present and reflected in the colour schemes and fadings of the fabric. The collection is based on denim and completed with high quality t-shirts and knitted pieces. Each I dig denim piece is characterised by a strong sense of style, with a clearly relaxed and carefree expression. I dig denim stands for a natural yet cool look.

For more information contact:  
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The logo for 'I dig denim' is written in a casual, handwritten-style font. The word 'I' is small and positioned above the 'd'. The word 'dig' is written in a cursive-like script, and 'denim' is in a simpler, slightly rounded font. A registered trademark symbol (®) is located at the end of the word 'denim'.