

I dig denim nominated as a finalist for the Children Clothing Supplier of the Year award

I dig denim is one of the finalists in Habit fashion gala's category "Children Clothing Supplier of the Year". The winner will be announced during the Habit fashion gala in Stockholm on the 4th of November.

The jury's justification reads: "Collections featuring a playful and active children's fashion, where denim forms the basis characterises a modern brand, founded by an entrepreneur who is passionate about her vision to create a gender aware kids clothing brand. Despite some growing pains, I dig denim has good steering and manages to keep a high level of service towards retailers and to constantly ensure customer needs. With quality, function and high fashion degree the brand creates an increased demand and brings Swedish children's fashion to the world."

[View our autumn+winter 2014/2015 collection.](#)

For more information, please contact us:

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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, lowercase style. The word 'denim' is written in a similar cursive style but with a more pronounced, slightly larger 'd'. A registered trademark symbol (®) is located at the end of the word 'denim'.