



The Denim Ocean

autumn + winter 2014/2015

The urban city, the Swedish West Coast and the people that will wear the clothing have been the inspiration for this season's I dig denim collection. The result, The Denim Ocean, is an autumn and winter collection with more attitude than previous seasons.

The silhouette is relaxed and cool. Jeans with elaborate washes and comfortable fit are matched with high quality sweaters and tops without print, which is key to the brand's DNA.

This season we present the bomber jacket – a modern classic equally functional as cool – in two colours. To complete the look we have added beanies. The colour scheme of the collection spans the greyscale with a dash of blue and light pink tones.

During autumn 2014 I dig denim makes an entry in several markets worldwide. You will be able to find us at Barneys New York and we also reinforce our presence in Australia, USA and Europe.

I dig denim is a Gothenburg based denim brand for kids between 2-15 years, founded by designer Hanna Clavegård in 2009. Autumn 2012 a female line was added – I dig denim woman. In autumn 2013 Hanna Clavegård was announced The Kids Fashion Designer of the Year by Swedish parental magazine Mama.

The Denim Ocean is available to shop from our retailers for kids and woman. As well as in our eShop.

For more information, please contact us:

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