



Urban/Ocean

Spring + summer 2014

I dig denim's spring/summer collection, Urban/Ocean, mirrors the meeting between the Swedish West Coast and the urban environment. The inspiration comes from the salty ocean, the bare granite rocks, concrete and the raw feeling of denim.

The influences have been translated into a collection in the colours of the natural landscape and the city environment, with coral as accent colour. The emphasis is on denim of different fits and in different washes – light or dark, with or without authentic fading – and tops and dresses as made for play and crazy antics.

Without prints and of high quality, I dig denim offers trendy must-haves with attitude for your wardrobe. And, the clothing looks equally cool on girls as well as boys.

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 Urban/Ocean collection will reach our retailers for kids and woman, as well as our eShop from week 12.

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