



The Ice Blue Ocean

Autumn + winter 2013/2014

I dig denim's autumn collection, The Ice Blue Ocean, is inspired by the Swedish West coast archipelago – the blue ocean and the bare granite rocks. The influences have resulted in a collection in the landscape's colour scheme, with pastel pink as an accent colour. The focus is on denim in different washes, knitted sweaters, long-sleeved grandpa models and t-shirts – pieces fit for play in the rough Scandinavian climate.

To us at I dig denim it is important that what your wear reflects your personality, and at the same time that it's clothes that you feel comfortable in. Hence, every detail is carefully considered and the collections for kids and woman are characterised by good quality, perfect fit and unique washes.

I dig denim is a Gothenburg based denim brand for kids between 2-14 years, founded by designer Hanna Clavegård in 2009. Autumn 2012 a female line was added – I dig denim woman.

"I have always loved jeans. Everything from the character of the fabric to how it can be shaped and adapted accorded to style and taste. Denim is timeless, easy to wear and practical. With my brand I want to give children and women what I love – personal clothing that are made to feel comfortable in. It's simple, 'I dig denim'" – Hanna Clavegård, founder of I dig denim.

The Ice Blue Ocean will reach our retailers for kids and woman, during week 38.

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