



Light up Cultural Spaces

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SWEDISH PURENESS

The outfit swedish pureness refers to the man-environment relationship with regard to the Scandinavian country Sweden.

The swedish pureness indicates a special harmony, which is characterized by a national nature-conscious lifestyle.

The three-piece outfit: the figure-accentuating combination of the high-waisted shorts and the cropped top is completed by an oversized jacket. The print of an elk, as sign of the nature, also symbolizes through its dissolution into crystalline forms the human technical way of thinking. This abstraction is also reflected by the fabric pattern which is inspired by Swedish architecture. In this way human and nature are unified.

The simplicity of the straight cuts and the brightness of this outfit represent Sweden's cultural identity through a modern interpretation. A durable design is created by the timeless style.

"...feel the synergy between human and nature" (M. Borgardts)



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