

**Norway**

**Runway.**

New York

**THE PRODUCT.**

**CALA JADE.**

**FWSS.**

# Say hello to fashion, the Norwegian way.

Norway Runway is a digital fashion event. This spring – May 2019 – you have the chance to get to know three Norwegian fashion brands.

## **THE PRODUCT**

**Cala Jade**

and

**Fall Winter Spring Summer**

Our labels all epitomize Norwegian style – fashion inspired by a lifestyle and a way of being. Norway is a society founded on equality, where the royal family takes the tram and politicians cycle to work. This ethos has shaped Norwegian fashion designers, who believe quality and creativity should not be reserved for the elite.

Living an active, modern and multifaceted lifestyle in a challenging climate, Norwegians depend on versatility and longevity from their wardrobes. Clothes are created to look and feel good, regardless of the occasion or the weather.

Expect pragmatic design that has considered both quality and sustainability, resulting in long-lasting garments. You'll find everything from simple tee's to beautiful hand bags. More than any other, Norwegian fashion is characterized by the use of natural fabrics (wool, silk, cotton), as well as functional technical materials. Whether it's everyday comfort or a statement piece you're looking for, Norwegian Fashion has something for you.



**THE PRODUCT**

# Uncomplicated comfort

Born in Oslo in 2015, THE PRODUCT is redefining what good basics mean, the pragmatic Norwegian way. At THE PRODUCT, we make comfortable look cool. With over 20 years experience in the fashion industry, father to THE PRODUCT Fredrik Lund, set out on a mission to break the stereotypical fashion mold. The Oslo based team sources the best quality fabrics to handle everyday life. There are no limited editions or seasonal collections, just one line of versatile everyday-wear for men and women to love and enjoy all year round. THE PRODUCT's basics have you covered.

NORWEGIAN RUNWAY



 @THEPRODUCTOSLO

THE PRODUCT





CALAJADE

# CALA JADE

Based in Oslo, Cala Jade is a brand devoted to the world of sophisticated, handcrafted leather bags and accessories. Like our customers, we are always looking for something special.

At the heart of our design philosophy is the contrast and intertwining between the feminine and refined Cala, and the androgynous and daring Jade. Disturbingly seductive, all together.

Putting our efforts in designing functional objects with an edgy, yet timeless aesthetic, we allow ourselves to immerse into fine quality leather and materials. We find inspiration in architecture, art, fashion, and people that makes us think or look twice.

Our designs are ultimately fulfilled through regular use and real life experience.  
“We strive to make timeless pieces with attitude”.



NORWEGIAN RUNWAY



FWSS



 @CALAJADE



**FWSS**  
FALL WINTER SPRING SUMMER

# **FALL WINTER SPRING**

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# **SUMMER**

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Established in 2012 by a small group of creative individuals, Fall Winter Spring Summer makes clothes to be seen in, and to believe in. Our label is unmistakably Scandinavian, with attitude and edge inspired by the vibrant energy that makes the city of Oslo uniquely original. Instead of focusing on seasonal trends FWSS collections stay true to our philosophy, perfect for a woman with a taste for fun and a sense of purpose – following her own rules, in life and in fashion.

Our designs are ultimately fulfilled through regular use and real life experience.


“We strive to make timeless pieces with attitude”.

NORWEGIAN RUNWAY



FWSS



 @FALLWINTERSPRINGSUMMER

Norwegian fashion.

Influenced by a way of life.

Now available in New York.

# To get in touch with the

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