



.JOITSEN

Lookbook

WINTER DOWN COAT COLLECTION 2022-2023

A man with short dark hair and a beard is shown in profile, looking back over his shoulder. He is wearing a black, quilted down jacket with a high collar and a small 'JOUTSEN' logo on the sleeve. He is standing in front of a red brick wall with a dark window to the left. The lighting is dramatic, with strong highlights and shadows.

Joutsen down coat collection 2022–23

Joutsen designs and manufactures responsibly timeless products. Our down coats are made to last and to stay fashionable. They make their owners feel great for years. Annually changing designs are not for us. We have adopted a cycle of launching down and light down coats in alternate years. This gives us time to receive much more customer feedback, which we want to use fully to make products that are even better at meeting our customers' wishes.

With the designs of the 2022–23 winter collection, we have strived to create timeless and durable cornerstones for our customers' wardrobes. The most important design objective for the pieces in this collection was to achieve a beautiful shape that compliments its wearer. Scandinavian design language and Northern nature have always been at the heart of the recognized, timeless and polished aesthetic of Joutsen down coats. Our down coats are designed by Design Studio Tint.

Our colour palette for the winter of 2022–23 is understated, sensual and mystical. Intense dark blue and the earthy, full-bodied dark brown add delicious new shades to the collection. The classic black completes the colour palette.

QUALITY 0003



LAULU

Length 99 cm
Fitting Relaxed fit
Warmth rate 000



AINI

Length 108 cm
Fitting Straight fit
Warmth rate 000



VIENO

Length 93 cm
Fitting Relaxed fit
Warmth rate 000



VITI

Length 98 cm
Fitting Relaxed fit
Warmth rate 000



PAJU

Length 78 cm
Fitting Relaxed fit
Warmth rate 000

QUALITY 0035



BLANKA

Length 121 cm
Fitting Straight fit
Warmth rate 000



ULRIKA

Length 106 cm
Fitting Straight fit
Warmth rate 000



KOSKI

Length 92 cm
Fitting Relaxed fit
Warmth rate 000



SILVIA

Length 94 cm
Fitting Straight fit
Warmth rate 000

QUALITY 0015

Regular fit - cut comfortably from bust to hip defining waist
Relaxed fit - cut loosely from bust to hip defining waist
Straight fit - cut comfortably from bust to hip with modern straight silhouette



LAULU

1-801-0003

Sizes: XS-XXL, 99 cm | M

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) /European Standard



09
Black



85
Cabernet



97
Blue

AINI

1-913-0003

Sizes: XXS-XXXL, 108 cm | M

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) / European Standard



09
Black



97
Blue





VIENO

1-190-0003

Sizes: XS-XXXL, 93 cm | M

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) /European Standard



09
Black



69
Aubergine, NEW



99
Dark Blue, NEW

VITI

1-191-0003

Sizes: XS-XXXL, 98 cm | M

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) / European Standard



09
Black



69
Aubergine, NEW



99
Dark Blue, NEW





PAJU

1-095-0003

Sizes: XS-XXL, 78 cm | L

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) /European Standard



: 09
Black

97
Blue

BLANKA

1-090-0035

Sizes: XS-XXXL, 121 cm | M

Quality 0035

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) / European Standard



09
Black

67
Dark Brown, NEW

99
Dark Blue





ULRIKA

1-195-0035

Sizes: XS-XXXL, 106 cm | M

Quality 0035

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) / European Standard



09
Black



67
Dark Brown, NEW



99
Dark Blue

KOSKI

1-096-0035

Sizes: XS-XXXL, 92 cm | L

Quality 0035

Fabric: 100% pes

Lining: 61% pes, 39% pa

Down: 100% Down (EN 12934) / European Standard



09
Black



57
Desert Taube



99
Dark Blue





SILVIA

1-400-0015

Sizes: XS-XXXL, 94 cm | M

Quality 0015

Fabric: 100% pa, microlight

Lining: 100% pa, microlight

Down: 100% Down (EN 12934) / European Standard



09
Black



15
True Grey, NEW



78
Forest Night



99
Dark Blue NEW

BODY MEASUREMENTS / COAT`S SIZING CHART

WOMEN

Joutsen size	XXS	XS	S	M	L	XL	2XL	3XL
EUROPE	32-34	34-36	38-40	40-42	44-46	46-48	48-50	50-52
USA	2-4	4-6	6-8	8-10	10-12	14-16	16-18	18-20
RUSSIA	36-38	40-42	44-46	48	50	52	54	56
JAPAN	5-7	7-9	9-11	11-13	13-15	15-17	17-19	19-21

BODY MEASUREMENTS

Bust circumference, cm	76-80	80-86	86-92	92-98	98-104	104-110	110-116	116-122
Waist circumference, cm	59-63	63-69	69-75	75-81	81-87	88-94	95-101	102-108
Hip circumference, cm	83-87	87-93	93-99	99-105	105-111	111-117	117-123	123-129

MEN

Joutsen size	XS	S	M	L	XL	2XL	3XL
EUROPE	44-46	46-48	48-50	50-52	52-54	56-58	60-62
USA	XXS	XS	S	M	L	XL	XXL
RUSSIA	44	46	48	50	52	54	56
JAPAN	32-34	36-38	40-42	44-46	48-50	52-54	56-58

BODY MEASUREMENTS

Bust circumference, cm	83-89	89-95	95-101	101-107	107-115	115-123	123-131
Waist circumference, cm	72-78	78-84	84-90	90-96	96-104	104-112	112-120
Hip circumference, cm	86-93	93-99	99-105	105-111	111-119	119-127	127-135



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