



.JOITSEN

Workbook

WINTER DOWN COAT COLLECTION 2020–2021





The down coats created for autumn and winter season 2020–2021, alongside with the continuing models, are new Joutsen classics, that can be effortlessly converted for different consumers. Coats are long-lasting in accordance with sustainable development. The life cycle of quality products is long and that is thoughtful consumption at its best. People are willing to pay for quality and the down coats are loved and cared for.

The inspiration for designing the collection have been the new beautiful silhouettes and shapes, that bring out the beauty of their holder. The winter down coats are voluminous, but despite of that becoming. The silhouette is slightly longer and straighter than before. The modern hoods and clean lines introduce new look. The materials for the coat collection are chosen with great care and the color palette is serenely harmonious. Alongside with the classic colors we have added deep red, autumnal green and shades of heather. The hue called “light delicate feather” lights up the entirety.

QUALITY 0003



MYSI

Length 91 cm
Fitting Straight fit
Warmth rate 000



KIDE

Length 92 cm
Fitting Regular fit
Warmth rate 000



NOVA

Length 95 cm
Fitting Relaxed fit
Warmth rate 000



LAULU

Length 99 cm
Fitting Relaxed fit
Warmth rate 000



AINI

Length 108 cm
Fitting Straight fit
Warmth rate 000



SOINTI

Length 96 cm
Fitting Straight fit
Warmth rate 000



SEELA

Length 99 cm
Fitting Relaxed fit
Warmth rate 000



BLANKA

Length 121 cm
Fitting Straight fit
Warmth rate 000

QUALITY 0035

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

QUALITY 0003



PAJU

78 cm
Relaxed fit
000

Length
Fitting
Warmth rate

QUALITY 0035



KOSKI

92 cm
Relaxed fit
000

STOCK ITEMS



AARNI

74 cm
Relaxed fit
000



HARMAJA

91 cm
Relaxed fit
000

Perfected modelling and sizing guarantee the functionality and fit, that can be felt from the first fitting. The shape and the fit of the sleeve has been improved by the horizontal seam approximately on the height of the elbow in all new models. This way the posture of the arm is more natural. You can feel this as a comfort when dressing into the coat and moving. In designing and modelling we have payed attention even to smallest details effecting the eventual user's amenity. For example, on the shoulders there are small sections fitting the quilting that make sure that the down filling stays up. And all the coats have been treated to repel water, dirt and static electricity.

The coats have been designed by Studio Tint and modelled by Tytti Torppala.

MYSI

1-098-0003

Sizes:

XS-XXL, 91 cm | M

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

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

Straight lined Mysi coat has a bit more looseness and it is an excellent choice for people, who wants wisely to wear layers in today's very variable winters. Quilting goes slantways and is playful. There is a trendy and feminine slightly fuller chimney collar and generous hood attached with zipper.

The material of the coat is high quality poised classic fabric. The sleeve ends are straight and there is an adjustment on the hem. The flaps of the pockets hide the zippers. The front zip is behind the flap and the wind flap underneath the zipper. Straight fit, sizes XS-2XL.



Colors: 09
Black

75
Deep Depths, NEW

85
Cabernet, NEW

93
Moonscape, NEW



KIDE

1-912-0003

Sizes:

XS-XXXL, 92 cm | M

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

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

The beautiful, light and warm Kide could well be the down coat you have always been looking for. The stitching leads to the slightly tapering waist and provides an exciting look for the coat, while complimenting the waistline. Reaching just above the knees, you can use it with trousers and skirts as well as leggings. Thanks to the length, this coat also keeps your thighs warm when walking in the cold winter breeze. Kide is slightly a-lined.

The stand-up collar and adjustable hood protect the neck and face. In the turn up sleeves there is a light elastic ribbon tightening. Concealed zipper pockets and a inside pocket. Normal slightly relaxed fit, that leaves room for adding warm layers, when needed. Sizes XS-3XL.



Colors: 09
Black

22
Silver Grey

85
Cabernet, NEW

93
Moonscape, NEW

97
Blueberry



NOVA

1-097-0003

Sizes:

XS-XXXL, 95 cm | M

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

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

Nova coat has a new modernized a-line. Overall look of the coat is timeless, classic and feminine. The coat is delicate from the upper section, the waistline is distinctive and the hem is slightly bell-shaped. The waistline can be adjusted with the string inside the coat. And the coat can be easily modified for different users by accessories. There are two good-sized slits on the back of the hem.

Upright chimney-collar warms your neck softly. The hood is attachable with zipper. Normal, tailored sleeves with turn up sleeve ends. The zip pockets are under the flaps. The front zipper goes behind the flap and there is wind flap underneath the zipper. The material of the coat is high quality poised Joutsen classic fabric. Relaxed fit, sizes XS-3XL.



Colors: 09
Black

22
Silver Grey

75
Deep Depths, NEW

85
Cabernet, NEW



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

The anthem for this down coat has been so strong, so it was clear, that Laulu would continue in the collection. Our clients have praised the functionality and modelling of this coat, which make it well fitting and comfortable. Laulu is light, warm and made with great care.

Diagonal quilting gives the coat a fresh look. Owing to the length it is easy to combine stylishly with different outfits. Up-right collar and the attachable hood shelter you from wind and snow. Turn up sleeves are imposing and inside pocket with zipper keeps your valuables in safe. Regular fit, sizes XS-2XL.



Colors: 09
Black

22
Silver Grey

85
Cabernet, NEW

93
Moonscape, NEW

97
Blueberry



AINI

1-913-0003

Sizes:
XXS-XXL, 108 cm | M

Quality 0003
Fabric: 100% pes
Lining: 61% pes, 39% pa
Down: 100% Down (EN 12934) /
European Standard

The gorgeous long Aini down coat is soft as cotton and a dream for the cold sensitive. The asymmetric zip creates an impressive look for this coat with a practical slit in the lower section. Despite the long hem, it is easy and light to move in this loosely fitted coat. The stunning hood is beautiful and warm, whether it is drawn over the head or worn as a generous collar. Aini is a beauty that doesn't leave anyone cold!

In addition to hood the coat also has warming up right collar. The hem is slightly longer on the front. The turn up sleeves give the opportunity to adjust the length of the sleeve. There is a light elastic ribbon inside the sleeve end. The front pockets with zippers are in diagonal seams. There is also an inside pocket. Relaxed fit, sizes 2XS-2XL.



Colors: 09 Black 63 Dark Brown 93 **Moonscape, NEW** 97 Blueberry



SOINTI

1-091-0035

Sizes:
XXS-XXXL, 96 cm | M

Quality 0035

Fabric: 100% pes
Lining: 61% pes, 39% pa
Down: 100% Down (EN 12934) /
European Standard

New and timeless, slightly more frequently quilted Sointi down coat. Look and comfortability comes from trendy and feminine full chimney collar and zipper attached covering hood with adjustment. Narrow, unattached belt enables the variation of the straight-lined coat for suiting yourself and different situations. With the belt you can highlight the waistline, if you want to. You can also lighten the look of the coat by taking of the hood.

The front hidden zip pockets are modernly in the same line with the horizontal quilting. The material of the coat is impressive, new and slightly glossing yarn-dyed fabric, that shifts beautifully in movement and light. There is adjustment on the hem. Straight fit, sizes 2XS-3XL.



Colors: 09
Black

22
Silver Grey

99
Dark Navy





SEELA

1-092-0035

Sizes:

XS-XXL, 99 cm | M

Quality 0035

Fabric: 100% pes

Lining: 61% pes, 39% pa

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

Warm and diagonally quilted Seela down coat is a new modernized Joutsen classic. It is just like made for demanding urban people, who are looking for classicality with modern look. Slightly longer and straight-lined model suits different body shapes well. The waistline differentiates beautifully, however the hem is not bell-shaped. Fixed, full and adjustable hood shields and gives you extra warmth in cold weather.

Vertical pockets are placed in side seams, which have been moved forward. The material of the coat is impressive, new and slightly glossing yarn-dyed fabric, that shifts beautifully in movement and light. You can adjust the length of the sleeves with turn up sleeves. Zipper fastening is under the front flap with snaps. Relaxed fit, XS-2XL.



Colors: 09
Black

22
Silver Grey



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

Coat like a dream! Ultra-long and warm Blanka is a down coat, that takes some courage of its owner to become noticed. The silhouette of the coat is modernly straight and beautifully stripped, but femininely delicate. Big and warm fixed hood shields and continues the youthful look of the coat. There is a light tightening elastic ribbon on the edge of the hood.

The material of the coat is impressive, new and slightly glossing yarn-dyed fabric, that shifts beautifully in movement and light. The tailored sleeves have turn up sleeve ends. Straight fit, sizes XS-3XL.



Colors: 09
Black

22
Silver Grey

99
Dark Navy



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

Relaxed Paju is men's sporty down coat, that keeps you warm on a cold weather. The model is plain and sizing is forgiving. Good-sized, trendy overlong pockets have decent zippers and therefore the pockets are convenient to use even with the gloves on. Upright collar protects comfortably the neck. Protecting, adjustable hood is attached with zipper. The adjusting string of the hood goes nicely a bit further from the edge.

The material of the coat is high quality poised Joutsen classic fabric. There is a fixed elastic ribbon inside the sleeves. Two inside pockets. Relaxed fit, sizes XS-2XL.



Colors: 09
Black

75
Deep Depths, NEW

85
Cabernet, NEW

97
Blueberry



KOSKI

1-096-0035

Sizes:

XS -XXXL, 92 cm | L

Quality 0003

Fabric: 100% pes

Lining: 61% pes, 39% pa

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

Horizontally stitched and voluminously filled Koski down coat has potential to become a men's Joutsen classic. The trendy longer length and sizing, that allows to wear it over a blazer jacket, makes it a perfect coat for businessman. Koski is also a functional leisure time coat for outdoor activities or standing by a pitch, owing to the plain look and sporty details. Combination of relaxed fit and straight-lined silhouette is comfortable and masculine.

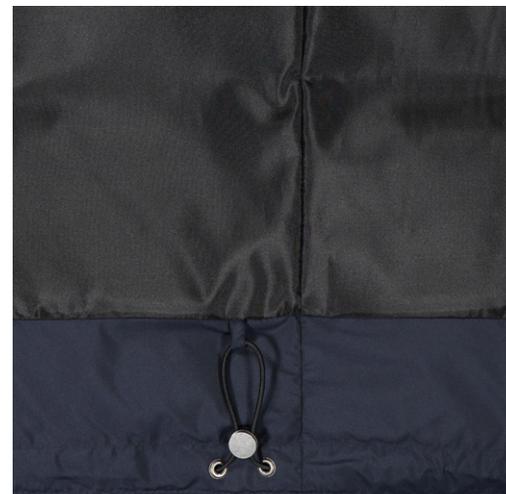
The warm adjustable hood can be detached with a zipper. Slightly longer pockets are easy to use. Two inside pockets are closed with zips. The fit of the sleeve has been improved with a seam on elbow level. There is an elastic ribbon binding at the sleeve end and an adjustment string at the hem. The material of the coat is new, low sheen, yarn-dyed fabric, whose hue lives in motion. Coat length 92 cm in size L. Sizes XS – 3XL.



Colors: 09
Black



99
Dark Navy





HARMAJA

1-821-0032

Sizes:
M-XXL, 91 cm | L

Quality 0032

Fabric: 83% pes, 17% cotton

Lining: 100% pa

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



Colors: 09
Black



65
Chocolate

AARNI

1-831-0031

Sizes:
S-XL, 74 cm | L

Quality 0031

Fabric: 100% pa

Lining: 100% pa

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



Colors: 09
Black

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 | 93-99 | 99-105 | 105-111 |
| 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 |

JOUTSEN FINLAND OY

Petsamonkatu 83, FIN-11120 Riihimäki, FINLAND
+358 20 749 5200
info@joutsen.com
www.joutsen.com