

The brand that respond to the motion of life

Spring 2021

It's a lifestyle

SPRING

2021

CASUAL FRIDAY

WE REBELS AGAINST THE TRADITIONAL
SCANDINAVIAN WAY OF MAKING MENSWEAR.
WITH OUR OWN DESIGNED SILHOUETTES & A SPECIAL
EYE FOR DETAILS, WE MAKE YOUTHFUL & POWERFUL
CLOTHING WITH A REBELLIOUS TWIST.
WE BLUR THE LINE BETWEEN SOCIALIZING,
working & being adventurous.

Video



WITH EVERY ITEM WE CELEBRATE VARIOUS
PERSONALITIES & attitudes, combined with design
AT ITS FINEST. FEELING GOOD ALWAYS MEANS *LOOKING GOOD.*
THAT'S THE AIM OF CASUAL FRIDAY. WE ARE THE
BRAND THAT RESPONDS TO the motion of life

Have a good time

The Collection

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SHIRT 20503850
SHORTS 20503910
PANTS 20503811
T-SHIRT 20503924

Video





SHIRT 20503776
SHORTS 20503988

HALF ZIPPER PULLOVER 20503801
JACKET 20503792
PANTS 20503809



SHIRT 20503763
SHORTS 20503874



The New Normal & the introduction of a new way of *dressing*.



SHIRT 20503763
PANTS 20503817
SHIRT 20503874
SHORTS 20503938

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SWEATSHIRT 20503845

This season:
Seeking the items that offers
comfort, *reassurance* &
timeless appeal.



SHIRT 20503781
PANTS 20503809

Have a good time



T-SHIRT 20503827
JACKET 20503787
PANTS 20503814

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Video

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T-SHIRT 20503834
PANTS 20503814
T-SHIRT 20503832
PANTS 20503809

Video





T-SHIRT 20503925
SHORTS 20503906
SHACKET 20503941
SHORTS 20503942

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KNIT 20503806
SHORTS 20503846
KNIT 20503837
PANTS 20503815



Have a good time

The New Normal creates a more *funktional* need in how we dress.



SWEATSHIRT 20503913
CARGO PANTS 20503812
SHIRT 20503775
SHORTS 20503846

This season:
Silhouettes are relaxed,
smart-casual *and playful*.
Made to be worn
living life.



T-SHIRT 20503765

KNIT 20503912
JEANS 20503739



Have a good time

SWEAT JACKET 20503844
PANTS 20503811
T-SHIRT 20503827
BLAZER JACKET 20503823
PANTS 20503813





Have a good time

VEST 20503770
JACKET 20503939
PANTS 20503812
T-SHIRT 20503831
JACKET 20503716
PANTS 20503739





Have a good time



T-SHIRT 20503831
JACKET 20503787
PANTS 20503814



T-SHIRT 2



0503833



T-SHIRT 20503825



T-SHIRT 20503722



SHIRT 20503772
KNIT 20503836

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KNIT 20503804
SHORTS 20503938



Have a good time

video