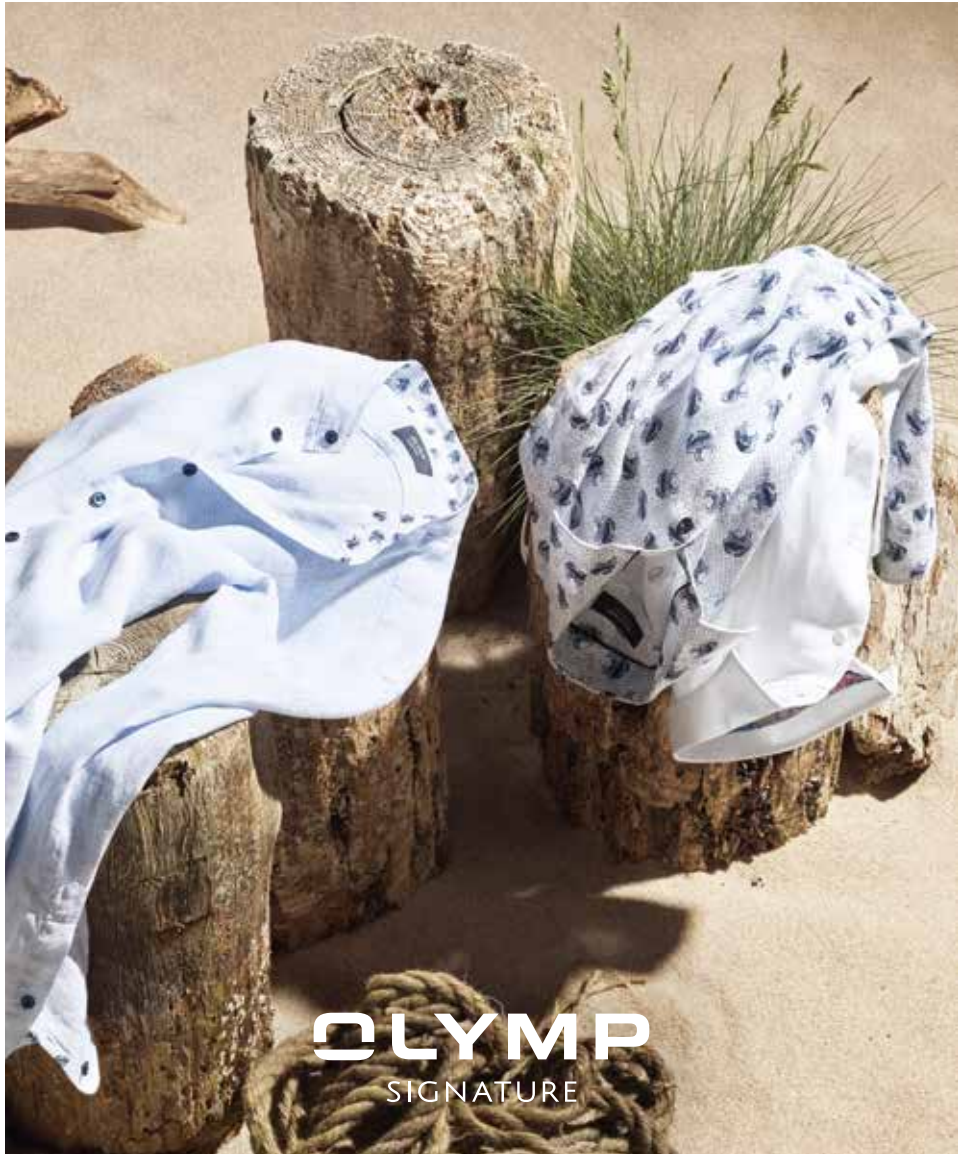


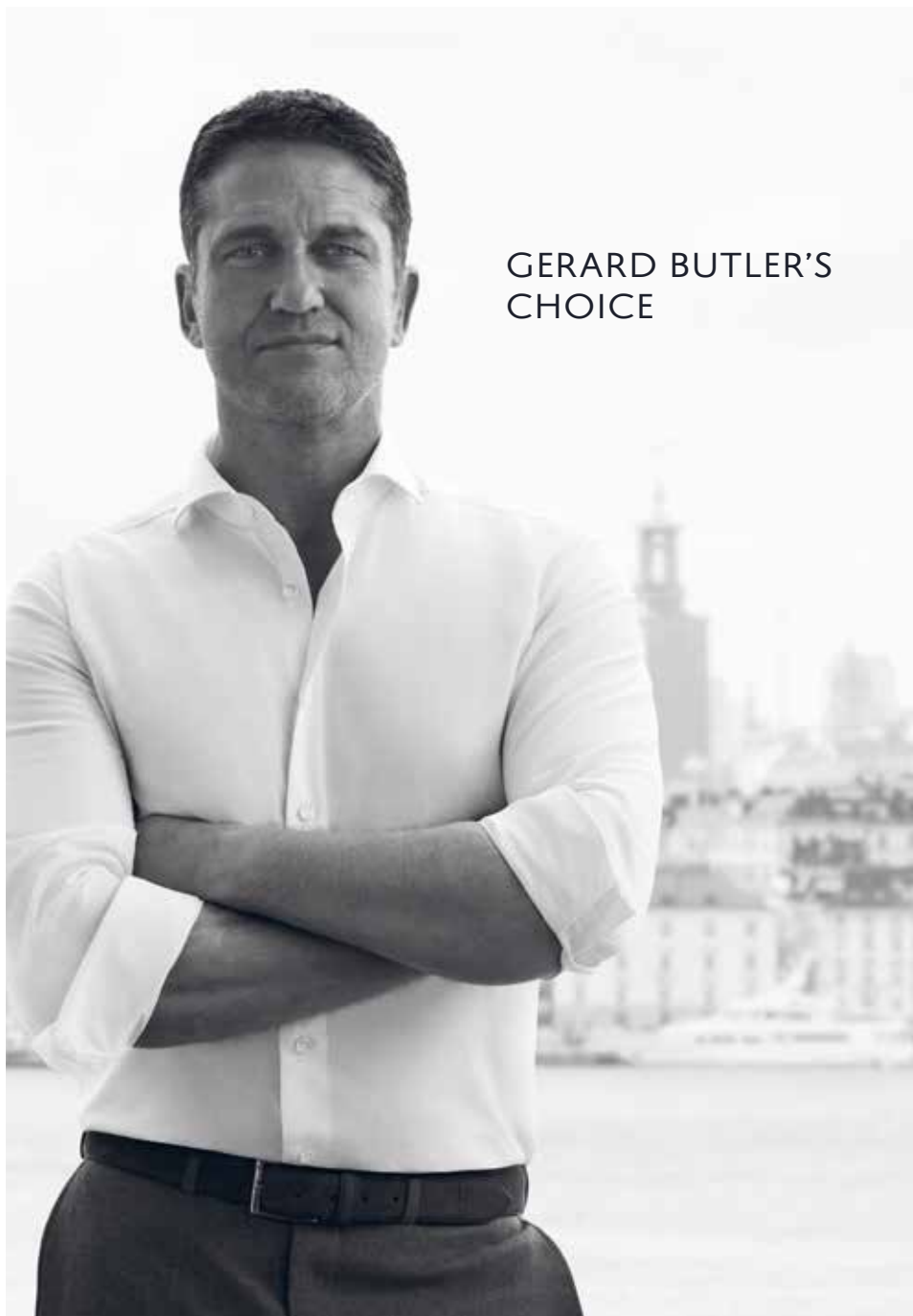
# SPRING/SUMMER

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2020



**OLYMP**  
SIGNATURE



## GERARD BUTLER'S CHOICE

## SWEDISH INSPIRATIONS

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*Spring/Summer 2020*

*To fully understand why Swedish people LOVE summer, we need to start at the opposite end of the year. Winters in Sweden can be very harsh and unfriendly. Days are short and dark, forcing the population to stay indoors, to hide away from stormy winds and freezing snow.*

*As the first rays of spring sunshine melt the ice on the pavements, people slowly start to venture outdoors, with smiles on their faces, enjoying soaking up as much sun and warmth as possible. Once again, they love to sit outdoors on the terraces of cafés and restaurants, taking full advantage of every precious moment of summer.*

*To celebrate this passion for summer, and the passion for beautiful design, the wonders of nature and the quirky traditions that make this country truly unique, we have chosen Sweden as the inspiration for our OLYMP SIGNATURE Spring/Summer 2020 Collection.*

## CELEBRATING MIDSUMMER

*The longest day of the year*



*Sweden is a magical place in the summer! Like all countries, it has its very special traditions. Midsummer's Eve must be the most well-known to those living in other countries. Celebrating Midsummer, the longest day of the year, is for Swedish people more important than Christmas or New Year's Eve.*



*This is the day you spend with your family and friends, dancing around the midsummer pole with flowers in your hair.*

*New potatoes, pickled herrings together with chives and sour cream is the typical lunch that is eaten on this special day. Followed by delicious strawberries and whipped cream for dessert.*





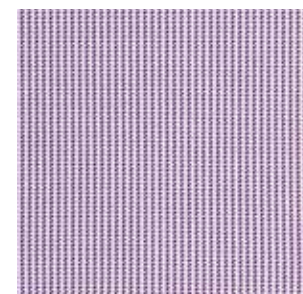
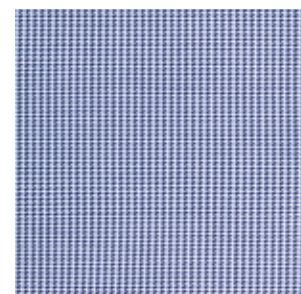
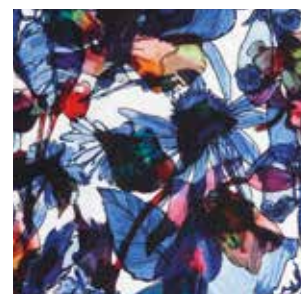
*The celebration continues throughout the night. In the north of Sweden, the sun continues to shine and never completely disappears behind the horizon.*





## COLOURS & KEY PRINTS

*Midsummer*



*For this special occasion, we have created  
the perfect summer shirt. A painted floral print  
with a touch of watercolours – this shirt is  
a must-have for this important day.*

## TAKE A BREAK: FIKA

*Sweet tradition*



*Fika is another Swedish tradition or ritual, celebrated several times a day!*

*During spring, summer and autumn, people enjoy their fika outside, no matter what the weather is like.*



*So, how do you celebrate fika?*

*First of all, you need coffee, or another drink if you don't like coffee. Then you need cake. Passionate fika enthusiasts don't stop at one cake. Seven is the magic number. No more, no less.*

*And last, but not by no means least, you need to celebrate fika with your friends or family, or with a work colleague – essentially, anyone who might appreciate enjoying a cup of coffee and cake with you!*





*You could have fika without anything sweet,  
but it wouldn't be considered a proper fika,  
so why risk it?*



## COLOURS & KEY PRINTS

*Fika*

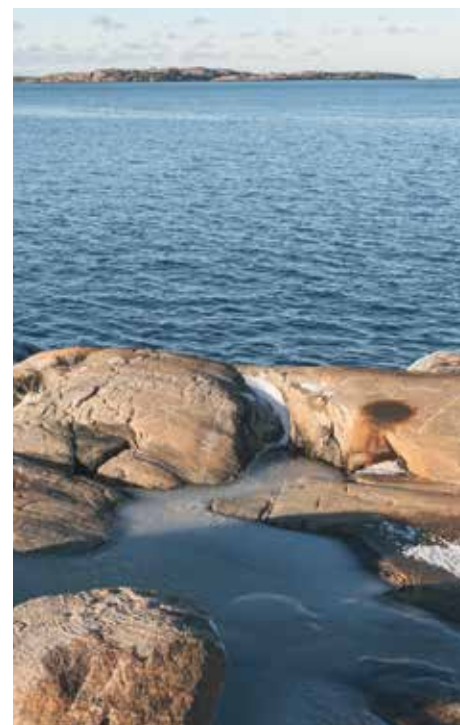


*To ensure you look your best when meeting  
your friends, our indigo-look collection certainly  
fits the bill. It contains a selection of cool  
prints along with plains.*



## SWEDISH ARCHIPELAGO

*Endless islands*



*The Swedish archipelago is quite magnificent. Endless islands and rocks as far as the eye can see.*

*This is where Swedish people prefer to spend their summers.*

*Equipped with their picnic baskets and blankets, they conquer the winds, which can sometimes be chilly, just to get that holiday feeling.*

*Don't worry if the water is freezing and you're covered in sand, this is the place to be!*





*What could be more appropriate to wear on a sunny summer's day when you are out island hopping than an OLYMP SIGNATURE linen shirt?*







## COLOURS & KEY PRINTS

*Archipelago*



*The prints are inspired by the maritime  
life you can find in the coastal areas, like  
crabs, seagrass and jellyfish.*

## EXPERIENCE ALLEMANSRÄTT

*Freedom to roam*



*There are several things that come to mind when you mention the word "Sweden" and one of them has to be the wonderful and abundant nature that is available for everyone to enjoy. There is even a word for it – "allemansrätt". There is no adequate translation, but it means something like "freedom to roam".*



*Anyone can pick mushrooms and berries in the lush woods or enjoy a peaceful mountain hike.*

*Or set up their tent by one of the many lakes as the sun slowly disappears behind the tree line.*





*Everyone can enjoy the wonders of nature and,  
in return, people have respect for nature and wildlife.  
How amazing is that?*





## COLOURS & KEY PRINTS

*Allemansrätt*



*If you are a nature-loving person, who appreciates  
colour, then this part of the collection is perfect for you.  
A flower meadow with dragonflies buzzing through the  
air gave us the idea for our key prints.*



## NILS HOLGERSSON

*On the back of a goose*



*"The Wonderful Adventures of Nils"*  
was written by the Swedish author  
and Nobel prize-winner Selma Lagerlöf.  
It was written as a geography book for  
the public schools in Sweden.



*The story is about an unkind little  
boy living in the southern part of  
Sweden. He is turned into a small  
gnome and travels throughout  
Sweden on the back of a goose.*



*In the book, Nils experiences the many wonders Sweden has to offer, whilst slowly transforming into a kind boy.*

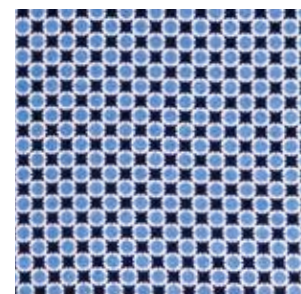






## COLOURS & KEY PRINTS

*Nils Holgersson*



*This amazing story provides the inspiration for  
one of our key prints, featuring a flock of wild geese  
flying across a light blue, fine twill fabric.*

## SWEDISH DESIGN

*Beautiful everyday objects*



*It all started around 100 years ago  
with a movement to create beautiful  
everyday objects that were available  
and affordable to the masses.*

*Clean and simple lines became  
the hallmark aesthetics for  
Swedish design.*



*Today, everyone is familiar with  
this look and one of Sweden's  
biggest export companies displays  
its products around the world,  
supplying flat-pack furniture and  
giving you the opportunity to be  
your own handy man – or woman.*





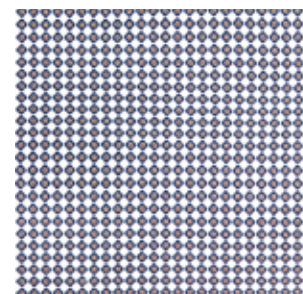
*Natural light plays a vital part in Swedish interior design. In combination with an airy space and minimalistic colour palette, this styling embraces a "less is more" mentality.*





## COLOURS & KEY PRINTS

*Swedish design*



*In line with this style of design, we have created a simplified flower print. We have also designed some smaller business prints in blue and brown tones.*



# COLLECTION

## Shirts



SHIRTS  
(from left to right and  
from top to bottom)

8579 54 11\*  
8534 54 81  
8534 54 11  
8534 54 43

Page 4



SHIRTS  
(from left to right)

8543 54 15  
8583 54 14  
8584 54 15

Page 10



SHIRTS  
(from left to right)

8545 54 11  
8588 54 11  
8544 54 00

Page 16



SHIRTS  
(from left to right)

8541 54 51  
8541 54 45  
8581 54 00\*\*  
8541 54 81

Page 22



SHIRTS  
(from top to bottom and  
from left to right)

8524 54 18  
8572 54 11\*  
8520 54 11  
8573 54 11  
8570 54 11\*\*

Page 28



SHIRTS  
(from top to bottom)

8574 54 14\*\*  
8577 54 28  
8528 54 00  
8529 54 18

Page 34

Some of the shirts are also  
available in the following styles:  
Short sleeve\*  
Extra long sleeve\*\*

# COLLECTION

## *Accessories*



### BOW TIE

8765 53 11

### POCKET SQUARES

*(from left to right)*

8788 53 14

8789 53 11

8787 53 11

Page 6



### TIES

*(from left to right)*

8753 53 15

8754 53 11

8752 53 14

8751 53 14

Page 13



### SCARVES

*(from top to bottom)*

8761 59 14

8761 59 11

Page 18



### TIES

*(from left to right)*

8745 53 14

8746 53 11

8746 53 45

### POCKET SQUARE

8791 53 14

Page 25



### TIE

8722 53 14

Page 30



### TIES

*(from left to right)*

8730 53 28

8731 53 11

8729 53 14

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