

ODEUR ARTEFACTS

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Swedish fashion brand *Odeur* will launch an opulent collection of leather goods for the label's Spring/Summer '13 season. The new collection - *Odeur Artefacts* - features belts, laptop sleeves, crisp sneakers, wallets and accessory etuis, all meticulously crafted with careful attention to detail and highly innovative finishes.

All pieces are hand-stitched in the finest leather giving an edge to their luxurious refinement. The lush zippers, buttons and closings, are all in silver metallic tones, effortlessly complementing the embossed stamp labelling, that decorates each unique accessory.

The collection will be presented during the upcoming seasons as an addition to the main Odeur collection line.

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ODEUR

Odeur was founded in Stockholm in 2006, as an innovative brand experiment. The brand decided to use and implement a specific white, light and cleanscent, instead of a visual logotype to label the graphic and dramatic, yet playful garments. Initially a restricted collection of sheer cotton shirts and clean cut tees, Odeur kept developing whilst maintaining its original philosophy.

Today, Odeur is designed by *Petter Hollström* and *Gorjan Lauseger* and has spread to over 20 countries, selling fine jersey garments, outerwear, accessories and fashion clothing. The collection is represented at selected fashion forward thinking retailers worldwide.





















