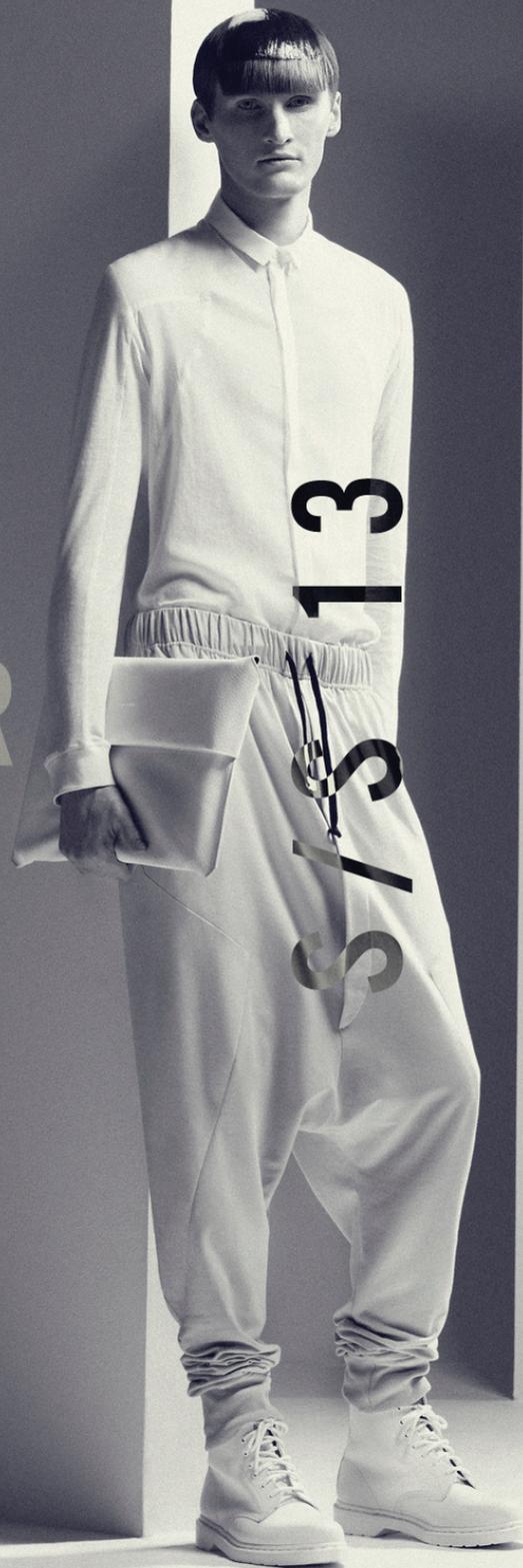


ODEUR



13
S/S

PLAIN

PLAIN

As if we had overlooked this before, imagine an archaic society, brisk light, clear lineage, cool stares and candid pedestrians, all united in their solemn embrace of light and clean forms. A shared focus fuelled by their poised demeanour, always effortlessly sharp and intelligently aware of what constitutes appearance. Stepping onto new horizons, wearers embrace sincerity and their sartorial senses from deep within. Uncomplicated and effortlessly plain they unite.

For their ss13 collection, *Odeur* returns to the foundations of our day-to-day awakening and its dress-up conundrums. A calm appraisal of peoples' individuality, the garments aim to compliment our personal embrace of a new day. Without pre determining your silhouette, *Odeur* wants us to be the minute conductors of what we feel inside, as a tool to casually enhance identities. The controlled styles aim to illustrate the reflection of who we are; whether innocent, outgoing or straightforward.

Freed from restraints, SS13 is an uncomplicated assembly of lush lightweight materials, cool wool, sleek cashmeres, ultra-light sheer cottons and technical fabrics to enhance tex-

ture. The understated colour palette, ranging from whites, deep reds, wine tones, to dark blacks, further enhances the versatility and daily functionality of the line. These essential *Odeur* colours are isolated on individual pieces, never blended, only to be contrasted by matte or shiny textural effects.

Individual urban trappers step forward in a controlled manner, sporting deconstructed jackets, tailored shorts, cropped sleeveless blazers, crafted shirts and a selection of super light flowing jerseys. Never tricked by societal obstructions or external observations, *Odeur* hands us the sartorial tools to be ourselves unconditionally, without ever looking back.

SALES CONTACT

Odeur
Petter Hollström
Uppfartsvägen 7, 3tr
169 38 Solna, Sweden
petter@odeur.se
+46 70-29 27 104

PR CONTACT

Marlo Saalmink
press@marlosaalmink.com
+45 2853 9612

INTERNET

www.odeur.se

12 01 1-1

ASKEW T-SHIRT

ABOUT \ Standard fit t-shirt in fine cotton with skew seam under left arm stretching to the back. Slightly longer back. *Nothing White print.*

FABRIC \ 100% Superlight Cotton

COLOUR \ White

SIZES \ X-Small, Small, Medium, Large



12 01 1-2

ASKEW T-SHIRT

ABOUT \ Standard fit t-shirt in fine cotton with skew seam under left arm stretching to the back. Slightly longer back. *Black Hole print.*

FABRIC \ 100% Superlight Cotton

COLOUR \ White

SIZES \ X-Small, Small, Medium, Large



12 01 1-3

ASKEW T-SHIRT

ABOUT \ Standard fit t-shirt in fine cotton with skew seam under left arm stretching to the back. Slightly longer back. *Crack Square print.*

FABRIC \ 100% Superlight Cotton

COLOUR \ Wine

SIZES \ X-Small, Small, Medium, Large



12 02 1-2

PATTERN T-SHIRT

ABOUT \ Standard fit t-shirt in fine cotton with pattern seams over chest. Wide in neck.

FABRIC \ 100% Superlight Cotton

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 03 1-1

SHEER T-SHIRT

ABOUT \ Narrow, long fit t-shirt in fine cotton with skew pattern seams on both sides stretching to back. Contrast fabrics.

FABRIC \ 100% Superlight Cotton
100% Superlight Cotton Rib

COLOUR \ White/White

SIZES \ X-Small, Small, Medium, Large



12 03 1-2

SHEER T-SHIRT

ABOUT \ Narrow, long fit t-shirt in fine cotton with skew pattern seams on both sides stretching to back.

FABRIC \ 100% Superlight Cotton

COLOUR \ Wine

SIZES \ X-Small, Small, Medium, Large



12 03 1-3

SHEER T-SHIRT

**ABOUT ** Narrow, long fit t-shirt in fine cotton with skew pattern seams on both sides stretching to back. Contrast fabrics.

**FABRIC ** 100% Superlight Cotton
100% Superlight Cotton Rib

**COLOUR ** Black/Black

**SIZES ** X-Small, Small, Medium, Large



12 04 1-1

CLEAR T-SHIRT

**ABOUT ** Narrow, very long fit t-shirt in fine cotton with seams over both sleeves stretching over shoulders. Contrast fabrics.

**FABRIC ** 100% Superlight Cotton
100% Superlight Cotton Rib

**COLOUR ** White/White

**SIZES ** X-Small, Small, Medium, Large



12 04 1-2

CLEAR T-SHIRT

ABOUT \ Narrow, very long fit t-shirt in fine cotton with seams over both sleeves stretching over shoulders. Contrast fabrics.

FABRIC \ 100% Superlight Cotton
100% Sweat Cotton

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 05 1-1

EVIDENT SINGLET

ABOUT \ Narrow, very long fit singlet in fine cotton. Wide neck. *Sometimes Black print.*

FABRIC \ 100% Superlight Cotton

COLOUR \ White

SIZES \ X-Small, Small, Medium, Large



12 05 1-2

EVIDENT SINGLET

ABOUT \ Narrow, very long fit singlet in fine cotton. Wide neck. *Black Mark print.*

FABRIC \ 100% Superlight Cotton

COLOUR \ Wine

SIZES \ X-Small, Small, Medium, Large



12 05 1-3

EVIDENT SINGLET

ABOUT \ Narrow, very long fit singlet in fine cotton. Wide neck

FABRIC \ 100% Superlight Cotton

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 06 1-2

PATTERN TANK

ABOUT \ Standard fit tank in fine cotton with pattern seams over chest. Wide in neck. Contrast fabrics.

FABRIC \ 100% Superlight Cotton
100% Sweat Cotton

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 07 1-1

SHEER L/S T-SHIRT

ABOUT \ Narrow, long fit, long sleeved t-shirt in fine cotton with skew pattern seams on both sides stretching to back. Contrast fabrics.

FABRIC \ 100% Superlight Cotton
100% Superlight Cotton Rib

COLOUR \ White/White

SIZES \ X-Small, Small, Medium, Large



12 07 1-3

SHEER L/S T-SHIRT

ABOUT \ Narrow, long fit, long sleeved t-shirt in fine cotton with skew pattern seams on both sides stretching to back. Contrast fabrics.

FABRIC \ 100% Superlight Cotton
100% Sweat Cotton

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 08 1-1

ROWS L/S T-SHIRT

ABOUT \ Narrow, slightly long fit, long sleeved t-shirt in fine cotton with row pattern seams over body. Contrast colours.

FABRIC \ 100% Superlight Cotton

COLOUR \ Light Grey/White

SIZES \ X-Small, Small, Medium, Large



12 08 1-2

ROWS L/S T-SHIRT

ABOUT \ Narrow, slightly long fit, long sleeved t-shirt in fine cotton with row pattern seams over body.

FABRIC \ 100% Superlight Cotton

COLOUR \ Wine

SIZES \ X-Small, Small, Medium, Large



12 09 1-2

CARDIGAN L/S T-SHIRT

ABOUT \ Slightly over sized long fit,
long sleeved cardigan in fine cotton with
zipper twisted over left side seam to
center back.

FABRIC \ 100% Superlight Cotton

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 10 1-2

PATTERN SWEAT

ABOUT \ Normal fit, long sleeved sweater in cotton with quilted fabric over shoulders and sleeves.

FABRIC \ 100% Sweat Cotton

COLOUR \ Wine Quilt/Wine

SIZES \ X-Small, Small, Medium, Large



12 11 1-1

SINGLET HOOD

ABOUT \ Slightly over sized, long fit, singlet in cotton with two press buttons on each side. Two press buttons on back.

FABRIC \ 100% Sweat Cotton
63% PL/, 37% PU

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 12 1-1

S/S SWEAT

ABOUT \ Normal fit short sleeved sweater with seams over both sleeves stretching over shoulders. Contrast fabrics.

FABRIC \ 100% Sweat Cotton
45% AC/, 52% CO, 3% LY

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 13 1-2

TOUR SWEAT VEST

ABOUT \ Normal fit short vest sweater with assymetric zipper in front. High neck.

FABRIC \ 100% Sweat Cotton

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 14 1-2

TOUR SWEAT VEST

ABOUT \ Narrow fit cardigan sweater with assymetric zipper in front. High neck and narrow hood.

FABRIC \ 100% Sweat Cotton

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 15 1-1

PATTERN KNIT

ABOUT \ Normal fit, slightly long sweater in pattern knit.

FABRIC \ 85% Viscose, 15% Cashmere

COLOUR \ White

SIZES \ X-Small, Small, Medium, Large



12 15 1-2

PATTERN KNIT

ABOUT \ Normal fit, slightly long sweater in pattern knit.

FABRIC \ 85% Viscose, 15% Cashmere

COLOUR \ Wine

SIZES \ X-Small, Small, Medium, Large



12 15 1-3

PATTERN KNIT

ABOUT \ Normal fit, slightly long sweater in pattern knit.

FABRIC \ 85% Viscose, 15% Cashmere

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 16 1-1

KNIT S/S

ABOUT \ Narrow fit, slightly long knitted t-shirt in partly see-through knit.

FABRIC \ 93% Viscose, 7% PA

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 17 1-1

TOUR KNIT CARDIGAN

ABOUT \ Narrow fit, long cardigan
in pattern knit. Assymetric buttons in
front.

FABRIC \ 93% Viscose, 7% PA

COLOUR \ Wine

SIZES \ X-Small, Small, Medium, Large



12 17 1-2

TOUR KNIT CARDIGAN

ABOUT \ Narrow fit, long cardigan
in pattern knit. Assymetric buttons in
front.

FABRIC \ 93% Viscose, 7% PA

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 18 1-1

SHEER KNIT SINGLET

ABOUT \ Narrow fit, long singlet in pattern knit. Longer back.

FABRIC \ 93% Viscose, 7% PA

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 19 1-1

FLAT SHIRT

ABOUT \ Normal fit shirt with symmetric seams over front. Partly double layered fabric. Longer back.

FABRIC \ 100% Cotton

COLOUR \ White

SIZES \ X-Small, Small, Medium, Large



12 19 1-2

FLAT SHIRT

ABOUT \ Normal fit shirt with symmetric seams over front. Partly double layered fabric. Longer back.

FABRIC \ 100% Cotton

COLOUR \ Grey

SIZES \ X-Small, Small, Medium, Large



12 20 1-1

SHIRT S/S

ABOUT \ Normal fit short sleeved shirt with seams over both sleeves stretching over shoulders. Contrast fabrics.

FABRIC \ 100% Cotton
63% PL, 37% PU

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 21 1-1

SHIRT TANK

ABOUT \ Straight fit tank shirt with elastic tape over both sleeves. Hidden buttons in front.

FABRIC \ 100% Cotton

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 22 1-1

SHEER JERSEY SHIRT

ABOUT \ Narrow, long fit shirt with pattern seams over front and back. Hidden buttons in front. Sleeves in superlight jersey.

FABRIC \ 100% Cotton
100% Superlight Cotton

COLOUR \ White

SIZES \ X-Small, Small, Medium, Large



12 22 1-2

SHEER JERSEY SHIRT

ABOUT \ Narrow, long fit shirt with pattern seams over front and back. Hidden buttons in front. Sleeves in superlight jersey.

FABRIC \ 100% Cotton
100% Superlight Cotton

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 23 1-1

SHIRT VEST

**ABOUT ** Narrow, long fit shirt vest with pattern seams over front and back. Hidden buttons in front. Side fabric in superlight jersey.

**FABRIC ** 100% Cotton
100% Superlight Cotton

**COLOUR ** Black

**SIZES ** X-Small, Small, Medium, Large



12 24 1-1

BLIND BLAZER

ABOUT \ Normal fit blazer with two buttons in front. Chest pocket. Pattern seams on both sides.

FABRIC \ Wool mix

COLOUR \ Light Grey

SIZES \ X-Small, Small, Medium, Large



12 25 1-1

BLAZER ZIP WAISTCOAT

ABOUT \ Normal fit blazer waistcoat with hidden silver zipper in front. Chest pocket. Pattern seams on both sides. High neck with stitchings.

FABRIC \ Wool mix

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 26 1-1

CUT ZIP BLAZER

**ABOUT ** Narrow fit blazer with silver zipper in front stretching around the body. Detachable lower part. No collar.

**FABRIC ** Wool mix
45% AC, 52% CO, 3% LY

**COLOUR ** Black

**SIZES ** X-Small, Small, Medium, Large



12 27 1-1

S/S BLAZER

ABOUT \ Normal fit, short sleeved blazer with two buttons in front. Chest pocket. Pattern seams on both sides.

FABRIC \ Wool mix

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 28 1-1

SCAM JACKET

ABOUT \ Narrow fit, short jacket with heavy zipper in front. Double inner pockets. Half rib lower sleeves.

FABRIC \ 100% Polyester

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 29 1-1

CONTENT BOMBER JACKET

ABOUT \ Slightly over sized jacket with heavy zipper in front. Zip pockets over both sleeves. Double inner pockets. Contrast fabric over shoulders and over sleeves.

FABRIC \ 100% Sweat Cotton
63% PL, 37% PU

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 31 1-1

ORBIT QUILTED WAISTCOAT

ABOUT \ Normal fit waistcoat with hidden heavy zipper in front. Zip pockets on each side. Quilted look.

FABRIC \ 53% CO, 40% PU, 7% PL

COLOUR \ Grey

SIZES \ X-Small, Small, Medium, Large



12 32 1-1

APEX WAISTCOAT

ABOUT \ Narrow fit, short waistcoat with hidden heavy zipper in front. Pockets on each side.

FABRIC \ 100% Nylon

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 33 1-2

BASIC JEANS

ABOUT \ Narrow fit, five pocket jeans with slightly dropped crotch. Folded pocket detail in back.

FABRIC \ 98% Cotton, 2% EA

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 34 1-1

SLOW PLEAT JEANS

ABOUT \ Loose fit, five pocket jeans with dropped crotch. Folded pocket detail and fake zipper pocket in back. Pleats on lower inner legs.

FABRIC \ 98% Cotton, 2% EA

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 35 1-1

ASCENT PANTS

ABOUT \ Slightly loose fit pants with dropped crotch. Pleats in front.

FABRIC \ Wool mix

COLOUR \ Grey

SIZES \ X-Small, Small, Medium, Large



12 36 1-1

ASCENT SHORTS

ABOUT \ Slightly loose fit shorts with dropped crotch. Pleats in front. Constructed front part.

FABRIC \ Wool mix

COLOUR \ Light Grey

SIZES \ X-Small, Small, Medium, Large



12 37 1-1

COVER SHORTS

ABOUT \ Loose fit shorts with dropped crotch. Silver zipper in back. Elastic waistband.

FABRIC \ 98% CO, 2% EA

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



12 37 2-1

COVER SWEAT SHORTS

ABOUT \ Loose fit sweat shorts with dropped crotch. Detail seams in front. Elastic waistband with cord.

FABRIC \ 100% Sweat Cotton

COLOUR \ Wine

SIZES \ X-Small, Small, Medium, Large



12 38 1-1

UNCOVER SWEAT PANTS

ABOUT \ Slightly loose fit sweat pants with cut out fabric on lower outside of both legs. Contrast fabric on upper sides stretching over back. Elastic waistband with cord.

FABRIC \ 100% Sweat Cotton
63% PL, 37% PU

COLOUR \ Black/Black

SIZES \ X-Small, Small, Medium, Large



12 39 1-1

DROP SWEAT PANTS

ABOUT \ Extreme loose fit sweat pants
with dropped crotch. Detail seams.
Elastic waistband with cord.

FABRIC \ 100% Sweat Cotton

COLOUR \ White

SIZES \ X-Small, Small, Medium, Large



12 40 1-1

SHEER TIGHTS

ABOUT \ Tight fit pants with pleated details over back and sides. Elastic waistband.

FABRIC \ 70% CO, 25% PL, 5% Spandex

COLOUR \ Black

SIZES \ X-Small, Small, Medium, Large



ODEUR SS13 LOOKBOOK

CREDITS

PHOTO \ Emma Jönsson Dysell

MAKEUP \ Nina Belkhir, MIKAs LOOKs

HAIR \ Karl Eklund, MIKAs LOOKs

MODELS \ Annie & Ludwig, Nisch