

ODEUR
SPRING/SUMMER 2014
PARALLELISM

LOOKBOOK



STOCKHOLM, JUNE 2013

A tale of separate worlds. Dark and Light. Independent existences, unaware of one another. Across universal lengths two spheres develop in complete isolation.

Science, arithmetical development, cultural exploration and language determine their advancement.

Meaningful connections can be found between even the most removed organisms. All sharing certain senses and biological characteristics. Parallel worlds occur. Ever evolving ever interdenominational.

PARALLELISM

ODEUR aims to explore the versatility of parallelism for SS14. The collection is built on the conception that two separate ideas can be developed on different wavelengths without prior knowledge and thus eventually might collide. Innate to the garments is the urgency of sartorial functionality. Next to reworking the classic silhouette, finely tuned for summer, ODEUR works with innovative fabrics and materials, allowing for interplay between texture and dimensions. Seasonless and neutral, SS14 embraces a fresh colour scale, with deep blacks, light greys, airy whites and spectra green. Introduced is a dash of graphic print detailing, in tune with the Parallelism theme of the collection.

For SS14 special fabrics were selected for wearers to keep their cool and composure.

Sheer superfine cottons, fine meshes, crisp sweats and lush cool wools, are used to maintain a sense of translucent freedom. Signature tanks, tees, tops

are paired with fitted shirts, lightweight hoodies, cropped shorts and sharply tailored blazers. The overall ODEUR look invites for layering, shelling oneself from the Nordic summery breezes. Users can select garments allegorically, thus forging a link between interaction and advancement.

Composed, stern and versatile, Parallelism gives way to freedom, freedom of the metaphysical spirit.

ABOUT ODEUR

Odeur was founded in Stockholm in 2006, as a brand experiment, using specific white, light and clean scents instead of a visual logotype, to brand the graphic and playfully dramatic quality garments. One of the first collections began with a range of lush t-shirts, sold directly overseas.

Today Odeur is designed by Petter Hollström and Gorjan Lauseger and has spread to over 20 countries, selling clothing, jeans, outerwear, footwear and accessories. From 2013, the newly

conceived diffusion line ODR and the effortlessly clean quality accessory line ODEUR ARTEFACTS, have been added to the brands portfolio.

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14 01 1-1
SKEW T-SHIRT

Standard fit t-shirt in fine cotton with twisted side seams. Double stitched over shoulders. Bang Silver print.

FABRIC
100% Fine Cotton

COLOUR
White

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 01 1-2
SKEW T-SHIRT

Standard fit t-shirt in fine cotton with twisted side seams. Double stitched over shoulders. Fine Lines print.

FABRIC
100% Fine Cotton

COLOUR
Spectra Green

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 01 1-3
SKEW T-SHIRT

Standard fit t-shirt in fine cotton with twisted side seams. Double stitched over shoulders. Contrast print.

FABRIC
100% Fine Cotton

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 02 1-1
HORIZON T-SHIRT

Standard fit wide t-shirt in fine cotton with twisted side seams. Layer of delicate thin mesh overlapping chest. Skew Square print.

FABRIC
100% Fine Cotton/100% PL Mesh

COLOUR
White/White

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 02 1-2
HORIZON T-SHIRT

Standard fit wide t-shirt in fine cotton with twisted side seams. Layer of jersey-fabric overlapping chest.

FABRIC
100% Fine Cotton

COLOUR
Pattern/Pattern

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 02 1-3
HORIZON T-SHIRT

Standard fit wide t-shirt in fine cotton with twisted side seams. Layer of jersey-fabric overlapping chest.

FABRIC
100% Fine Cotton

COLOUR
Black/Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





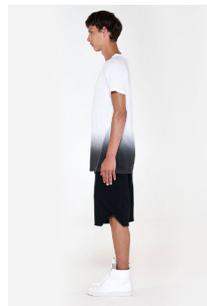
14 03 1-1
LONG T-SHIRT

Long, narrow fit t-shirt in fine cotton with twisted side seams. Double stitched neck rib. Fade print.

FABRIC
100% Fine Cotton

COLOUR
White

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 03 1-2
LONG T-SHIRT

Long, narrow fit t-shirt in fine cotton with twisted side seams. Double stitched neck rib. Pattern allover print.

FABRIC
100% Fine Cotton

COLOUR
Pattern

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 03 1-3
LONG T-SHIRT

Long, narrow fit t-shirt in fine cotton with twisted side seams. Double stitched neck rib. Parallel Lines print.

FABRIC
100% Fine Cotton

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 04 1-1
DUAL TANK

Slightly over sized sleeveless t-shirt in fine cotton with second layer in delicate thin mesh. Skew Low print.

FABRIC

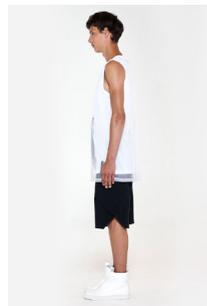
100% Fine Cotton/100% PL Mesh

COLOUR

White/White

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 04 1-2
DUAL TANK

Slightly over sized sleeveless t-shirt in fine cotton. Parallel Lines print.

FABRIC
100% Fine Cotton

COLOUR
Spectra Green

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 04 1-3
DUAL TANK

Slightly over sized sleeveless t-shirt in fine cotton with second layer in delicate thin mesh.

FABRIC
100% Fine Cotton/100% PL Mesh

COLOUR
Black/Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 05 1-1
SKY L/S T-SHIRT

Long, narrow fit long-sleeved t-shirt in fine cotton with twisted side seams. Double stitched seams. Orbit Lines print.

FABRIC
100% Fine Cotton

COLOUR
White

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 05 1-2
SKY L/S T-SHIRT

Long, narrow fit long-sleeved t-shirt in fine cotton with twisted side seams. Double stitched seams. Pattern all-over print.

FABRIC
100% Fine Cotton

COLOUR
Pattern

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 05 1-3
SKY L/S T-SHIRT

Long, narrow fit long-sleeved t-shirt in fine cotton with twisted side seams. Double stitched seams.

FABRIC
100% Fine Cotton

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 06 1-1
SKEW SWEAT

Standard fit sweatshirt in cotton with twisted side seams. Triangular shape under neck in delicate thin mesh. Double stitched seams. Sleeves in polyester fabric.

FABRIC

100% Cotton/100% PL Mesh/
91% Pes, 9% Spa

COLOUR

White

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 06 1-2
SKEW SWEAT

Standard fit sweatshirt in cotton with twisted side seams. Triangular shape under neck in same fabric. Double stitched seams. Pattern allover print.

FABRIC
100% Cotton

COLOUR
Pattern

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





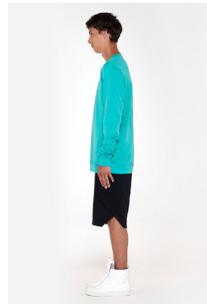
14 06 1-3
SKEW SWEAT

Standard fit sweatshirt in cotton with twisted side seams. Triangular shape under neck in same fabric. Double stitched seams.

FABRIC
100% Cotton

COLOUR
Spectra Green

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 06 1-4
SKEW SWEAT

Standard fit sweatshirt in cotton with twisted side seams. Triangular shape under neck and sleeves in contrasting structured viscose fabric. Double stitched seams.

FABRIC

100% Cotton/96% Viscose, 4% Elastane

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 07 1-1
TWIN HOOD

Standard fit hooded sweatshirt in cotton with twisted side seams. Hood sewn in graphic shape over chest, reaching over back of garment. Quilted structure over outside of sleeves.

FABRIC

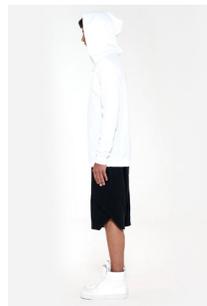
100% Cotton/92% Pes, 8% Spa

COLOUR

White

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 07 1-2
TWIN HOOD

Standard fit hooded sweatshirt in cotton with twisted side seams. Hood sewn in graphic shape over chest, reaching over back of garment.

FABRIC
100% Cotton/92% Pes, 8% Spa

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 08 1-1
AKIN CARDIGAN

Standard fit, long hooded cardigan in cotton. Assymetric silver metallic zipper in front.

FABRIC
100% Cotton

COLOUR
Pattern

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 08 1-2
AKIN CARDIGAN

Standard fit, long hooded cardigan in cotton. Assymetric black metallic zipper in front.

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 09 1-1
SKEW KNIT

Standard fit knitted sweatshirt in soft cotton and wool blend. Coated effect.

FABRIC

85% Cotton/15% Wool

COLOUR

White Coated

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 09 1-2
SKEW KNIT

Standard fit knitted sweatshirt in soft cotton and wool blend. Coated effect.

FABRIC

85% Cotton/15% Wool

COLOUR

Spectra Grenn Coated

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 09 1-3
SKEW KNIT

Standard fit knitted sweatshirt in soft cotton and wool blend.

FABRIC

85% Cotton/15% Wool

COLOUR

Grey

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 09 1-4
SKEW PATTERN KNIT

Standard fit knitted sweatshirt in soft viscose blend. Pattern knit over front and sleeves.

FABRIC

93% Viscose/7% Pa

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 10 1-1
UNIFORM KNIT TANK

Over sized knitted tank in soft sheer viscose blend. Pattern knit over shoulders.

FABRIC

93% Viscose/7% Pa

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 11 1-1
STATIC SHIRT

Standard fit shirt in cotton. Assymetric buttons and fabric part over chest. Standing collar. Hidden buttons in front with exception of one button.

FABRIC
100% Cotton

COLOUR
White

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 11 1-2
STATIC SHIRT

Standard fit shirt in cotton. Assymetric buttons and fabric part over chest. Standing collar. Hidden buttons in front with exception of one button. Allover print.

FABRIC
100% Cotton

COLOUR
Pattern

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 11 1-3
STATIC SHIRT

Standard fit shirt in sheer cotton. Asymmetric buttons and fabric part over chest. Standing collar. Hidden buttons in front with exception of one button.

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 12 1-1
HORIZON SHIRT

Standard fit shirt in cotton. Detail seams over chest stretching around body and sleeves. Regular collar. Hidden buttons in front with exception of one button.

FABRIC
100% Cotton

COLOUR
White

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 12 1-2
HORIZON SHIRT

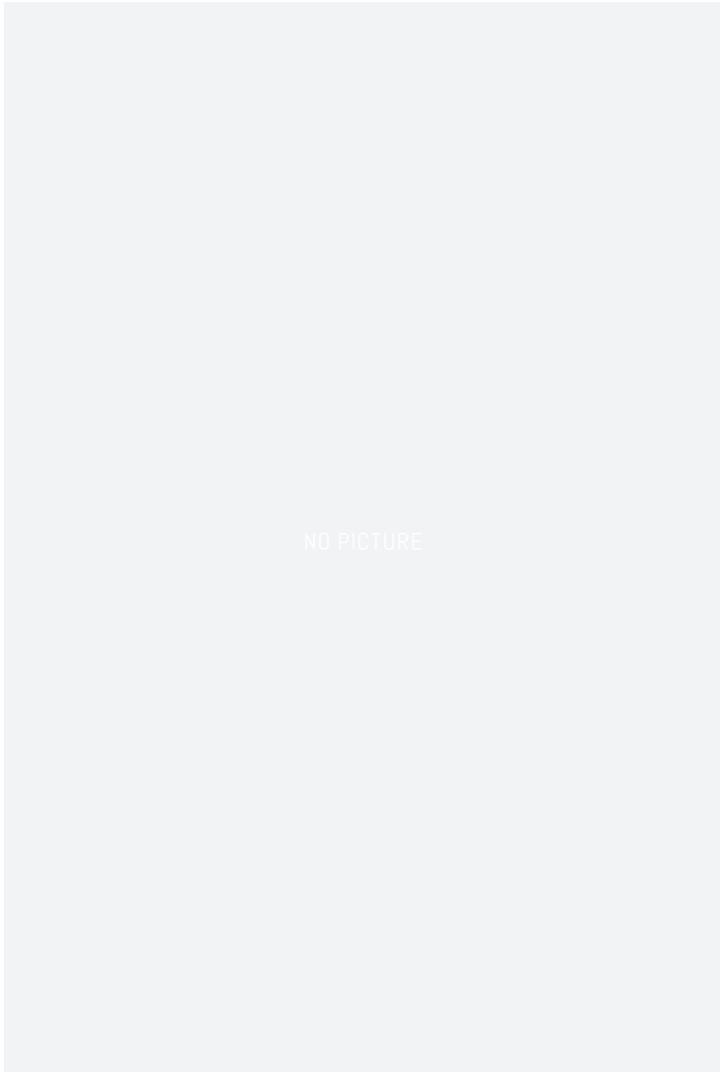
Standard fit shirt in cotton. Double layer of delicate thin mesh over chest stretching around body and sleeves. Regular collar. Hidden buttons in front with exception of one button.

FABRIC
100% Cotton/100% PL Mesh

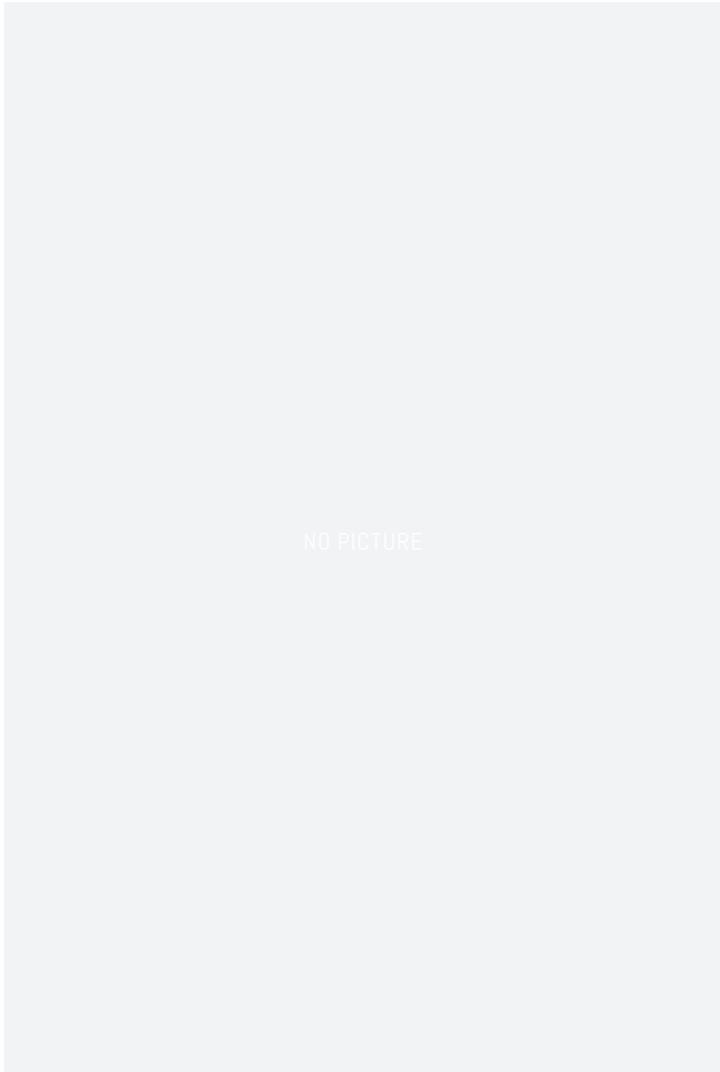
COLOUR
Black/Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





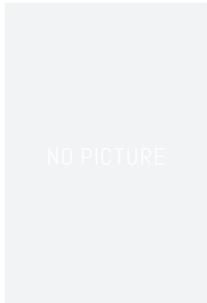
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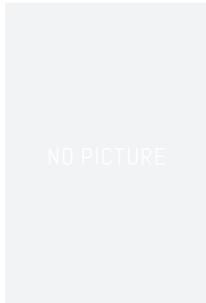
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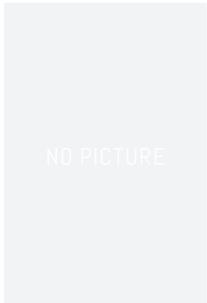
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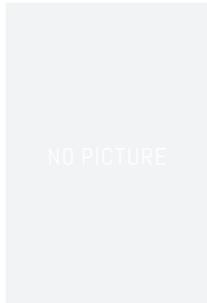
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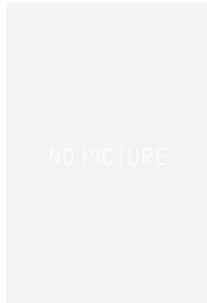
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14 13 1-1

BLIND ZIP BLAZER

Standard fit blazer with zippers on each side under sleeves. One button in front. Odeur signature shape in neck. Allover print.

FABRIC

100% Cotton

COLOUR

Pattern

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



14 13 1-1
BLIND ZIP BLAZER

Standard fit blazer with zippers on each side under sleeves. One button in front. Odeur signature shape in neck.

FABRIC
100% Cool Wool

COLOUR
Black

- AVAILABLE SIZES
- Extra small
 - Small
 - Medium
 - Large





14 14 1-1
PAD BLAZER

Collarless blazer with pads in neopren fabric over front and upper back. Invisible magnetic button in front. Hidden pockets in pads over the waist.

FABRIC
100% Cool Wool/Neopren

COLOUR
Black/Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





14 15 1-1
AIR BOMBER JACKET

Slightly oversized bomber jacket. Body and sleeves in perforated fabric. Silver zipper pocket in front and on both sleeves. Two-way zipper in front. Fully lined with inner pockets.

FABRIC
100% Polyester

COLOUR
Grey

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 15 1-2
AIR BOMBER JACKET

Slightly oversized bomber jacket. Body and sleeves in sweatshirt fabric. Neopren pads over front, sleeves and upper back. Black metallic zipper pocket in front and on both sleeves. Two-way metallic zipper in front. Fully lined with inner pockets.

FABRIC

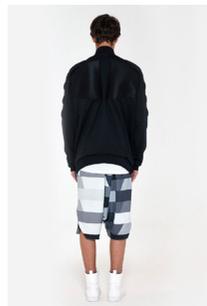
100% Cotton/Neopren

COLOUR

Black/Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 16 1-1
MAGNETIC JACKET

Narrow and short fit jeans style jacket.
Hidden magnetic closure in front. Sleeves
in contrasting polyester fabric. Pockets
in front.

FABRIC

98% Cotton, 2% Ea/91% Pes, 9% Spa

COLOUR

White/White

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 16 1-2
MAGNETIC JACKET

Narrow and short fit jeans style jacket.
Assymetric front with hidden magnetic
closure. Sleeves in contrasting polyester
fabric. Pockets in front.

FABRIC
98% Cotton, 2% Ea/100% Polyester

COLOUR
Black/Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 17 1-1
TWIN PARKAS

Over sized hooded parkas in silver metallic fabric. Zippers on both sides in front to detach hood. Big pocket in front.

FABRIC
89% Polyester/11% Pu

COLOUR
Silver

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 18 1-1
MAGNETIC WAISTCOAT

Slightly over sized jeans style waistcoat.
Assymetric front with hidden magnetic
closure. Pockets in front.

FABRIC
98% Cotton, 2% Ea

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 19 1-1
GRAVITY COAT

Slightly over sized woven style coat. Assymmetric front with hidden magnetic closure. Pockets in front. Hidden magnetic buttons in sleeves. Assymmetric shape in bottom. Overlapping fabric parts in back.

FABRIC
100% Cool Wool

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 20 1-1
BASIC JEANS

Standard fit, five pocket jeans with slightly dropped crotch. Silver fly zipper in front. Fold detail on back pockets. Pleated detail on lower inner legs.

FABRIC

98% Cotton, 2% Ea/91% Pes, 9% Spa

COLOUR

White

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





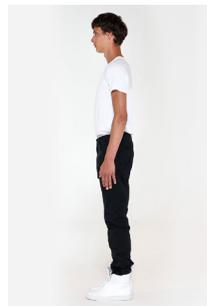
14 20 1-2
BASIC JEANS

Standard fit, five pocket jeans with slightly dropped crotch. Silver fly zipper in front. Fold detail on back pockets. Pleated detail on lower inner legs.

FABRIC
98% Cotton, 2% Ea

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





14 21 1-1
ZIP JEANS

Low crotch fit, five pocket jeans with zipper over lower legs. Silver fly zipper in front. Fold detail on back pockets.

FABRIC

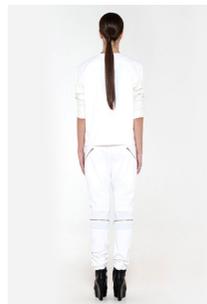
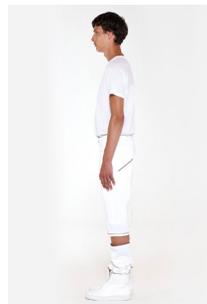
98% Cotton, 2% Ea/91% Pes, 9% Spa

COLOUR

White/White

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





14 21 1-2
ZIP JEANS

Low crotch fit, five pocket jeans with zipper over lower legs. Silver fly zipper in front. Fold detail on back pockets.

FABRIC

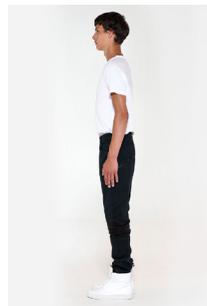
98% Cotton, 2% Ea/91% Pes, 9% Spa

COLOUR

Black/Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





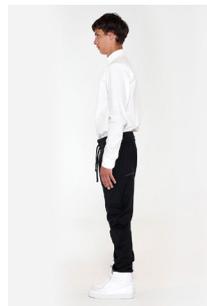
14 22 1-1
BEYOND PANTS

Loose fit woven pants with a wide elastic band and double cord strings in waist. Zipper pockets on both sides and on back.

FABRIC
100% Cool Wool/100% Cotton

COLOUR
Black/Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 22 1-2
BEYOND SWEAT PANTS

Loose fit sweat pants with a wide elastic band and double cord strings in waist.
Zipper pockets on both sides and on back.
Allover print.

FABRIC
100% Cotton

COLOUR
Pattern

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





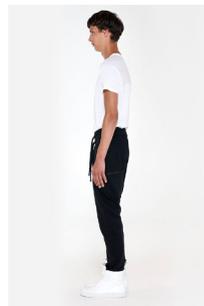
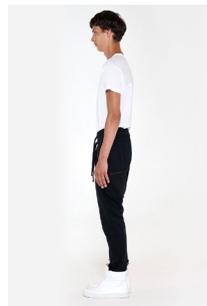
14 22 1-3
BEYOND SWEAT PANTS

Loose fit sweat pants with a wide elastic band and double cord strings in waist.
Zipper pockets on both sides and on back.
All-over print.

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 23 1-1
SPHERE SHORTS

Loose fit sweat shorts with dropped crotch. Detail seams in front. Elastic waistband with cord. Allover print.

FABRIC
100% Cotton

COLOUR
Pattern

- AVAILABLE SIZES**
- Extra small
 - Small
 - Medium
 - Large





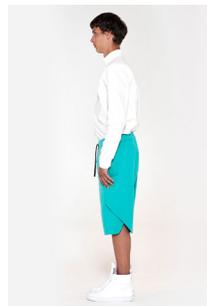
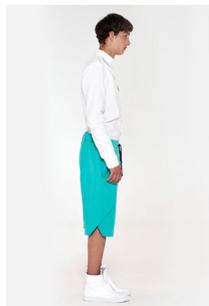
14 23 1-2
SPHERE SHORTS

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

FABRIC
100% Cotton

COLOUR
Spectra Green

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





14 23 1-3
SPHERE SHORTS

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

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
- Extra small
- Small
- Medium
- Large





LOOKBOOK CREDITS
ODEUR SPRING/SUMMER 2014
PARALLELISM

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