
ODEUR

AUTUMN/WINTER 2014

LOOKBOOK

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At times, the exterior prevails over the interior. We dress by covering our anatomy, thusly shielding ourselves from society. Protected and pensive, we act as monarchs to all we survey. Individualism gives us a platform to express what we mean, feel and see. By choosing our daily uniforms, we define who we are, therefore embracing our façades.

For AW14, ODEUR explores the proportions of wardrobes. By selecting garments, we prepare ourselves for external turmoil and the wintry elements. The Autumn/Winter collection is comprised of a careful selection of armoire staples. Lush cashmere tanks, silky shirts, oversized tees and long blazers are paired with futuristic sleek bombers and detachable front zipped jackets. Next to this, a crisp set of specially ODEUR developed jeans is introduced.

All styles are featured in muted colours, mainly conducted through shades of grey, black, charcoal, lightly infused with dashes of white. Cleanly conformist and effortlessly composed. In connection with this, the AW14 graphics focus more on texture than motif, further underlining a need for pensive dressing toward the outside. As we enter the darker season, protection is offered by layering options, illustrating an oversized, deconstructed and tall silhouette.

We embrace our façade. Perpetually in motion, excluding none.

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.



15 01 1-1
BASIC T-SHIRT

Standard fit t-shirt in fine cotton. Double stitched over shoulders. Black Matte Shoulder print in black on back and over shoulders.

FABRIC
100% Fine Cotton

COLOUR
Charcoal

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 01 1-2
BASIC T-SHIRT

Standard fit t-shirt in fine cotton. Double stitched over shoulders. Black Glossy Stripes over back.

FABRIC
100% Fine Cotton

COLOUR
Black

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





15 02 1-1
OVERSIZE T-SHIRT

Oversized t-shirt with wide neck in fine cotton.
Black Embossed Text print over chest.

FABRIC
100% Fine Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 02 1-2
OVERSIZE T-SHIRT

Oversized t-shirt with wide neck in lightweight polyester mesh. Cotton rib hem in neck.

FABRIC
100% Polyester

COLOUR
Black

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





15 02 2-1
OVERSIZE TANK

Oversized tank with wide neck in lightweight semi-stiff silk. Cotton rib hem in neck.

FABRIC
100% Silk

COLOUR
Black

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





15 03 1-1
TURTLE T-SHIRT

Standard fit t-shirt with narrow neck in fine cotton. Double stitched over shoulders. Seam in center on back and front. Charcoal Panels print over both sides.

FABRIC
100% Fine Cotton

COLOUR
White

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 03 1-2
TURTLE T-SHIRT

Standard fit t-shirt with narrow neck in fine cotton. Double stitched over shoulders. Seam in center on back and front.

FABRIC
100% Fine Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 04 1-1
LONG T-SHIRT

Standard fit t-shirt in fine cotton. Raglan cut with cross seam over back.

FABRIC
100% Fine Cotton

COLOUR
Charcoal

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 04 1-2
LONG T-SHIRT

Standard fit t-shirt in fine cotton. Raglan cut with cross seam over back. Black Embossed Stripe print on front.

FABRIC
100% Fine Cotton

COLOUR
Black

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





15 05 1-1
TURTLE TANK

Slightly oversized tank with narrow neck in fine cotton. Double stitched over shoulders. Seam in center on back and front. Black Line print over back seam. The execution of this print may vary from garment to garment, making each piece unique.

FABRIC
100% Fine Cotton

COLOUR
Charcoal

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 05 1-2
TURTLE TANK

Slightly oversized tank with narrow neck in fine cotton. Double stitched over shoulders. Seam in center on back and front. Black Glossy Panels print over both sides.

FABRIC
100% Fine Cotton

COLOUR
Black

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





15 06 1-1
L/S T-SHIRT

Standard fit long-sleeved t-shirt in fine cotton. Double stitched over shoulders. Upper part of body and sleeves in white fabric and bottom part of body in black fabric.

FABRIC
100% Fine Cotton

COLOUR
White/Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 06 1-2
L/S T-SHIRT

Standard fit long-sleeved t-shirt in fine cotton. Double stitched over shoulders. Body in jersey fabric and sleeves in lightweight polyester mesh fabric.

FABRIC
100% Fine Cotton/100% Polyester

COLOUR
Black/Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 07 1-1
TURTLE L/S T-SHIRT

Standard fit long-sleeve t-shirt with narrow neck in fine cotton. Double stitched over shoulders. Seam in center on back and front.

FABRIC
100% Fine Cotton

COLOUR
Charcoal

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 07 1-2
TURTLE L/S T-SHIRT

Standard fit long-sleeve t-shirt with narrow neck in fine cotton. Double stitched over shoulders. Seam in center on back and front.

FABRIC
100% Fine Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 08 1-1
OVERSIZE SWEATSHIRT

Slightly oversized sweatshirt with wide neck in soft cotton. Seam in center on back and front. White Embossed Stripe print over seam in front. The execution of this print may vary from garment to garment, making each piece unique.

FABRIC
100% Cotton

COLOUR
White

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 08 1-2
OVERSIZE SWEATSHIRT

Slightly oversized sweatshirt with wide neck in soft cotton. Seam in center on back and front. Black Line print over seam in back. The execution of this print may vary from garment to garment, making each piece unique.

FABRIC
100% Cotton

COLOUR
Charcoal

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





15 08 1-3
OVERSIZE SWEATSHIRT CUT

Slightly oversized sweatshirt with wide neck in soft cotton. Seam in center on back and front. Square cutouts on both sides.

FABRIC
100% Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 09 1-1
TURTLE SWEAT TANK

Slightly oversized tank with narrow neck in soft cotton. Seam in center on back and front. White Line print over seam in back. The execution of this print may vary from garment to garment, making each piece unique.

FABRIC
100% Cotton

COLOUR
Black

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





15 09 1-2
TURTLE SWEAT TANK CUT

Slightly oversized tank with narrow neck in soft cotton. Seam in center on back and front. Square cutouts on both sides.

FABRIC
100% Cotton

COLOUR
Charcoal

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





15 10 1-1
ZIP HOOD SWEAT

Standard fit hooded cardigan in soft cotton.
Silver metallic zipper in front and horizontal on
upper back. Cord in contrasting colour.

FABRIC
100% Cotton

COLOUR
White

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 10 1-2
ZIP HOOD SWEAT

Standard fit hooded cardigan in soft cotton.
Black metallic zipper in front and horizontal on
upper back. Cord in contrasting colour.

FABRIC
100% Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 11 1-1
CASHMERE KNIT SWEAT

Standard fit knitted sweater in soft cashmere.

FABRIC
100% Cashmere

COLOUR
Black

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





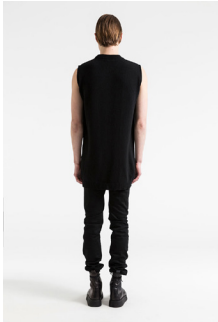
15 12 1-1
CASHMERE KNIT TANK

Slightly oversized knitted tank in soft cashmere.

FABRIC
100% Cashmere

COLOUR
Black

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





15 13 1-1
BASIC SHIRT

Standard fit shirt in cotton material. Graphic shapes in bottom of shirt and placket detail in bottom of front buttoning.

FABRIC
54% Cotton, 46% Linen

COLOUR
Light Grey

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





15 13 1-2
BASIC SHIRT

Standard fit shirt in cotton. Graphic shapes in bottom of shirt and placket detail in bottom of front buttoning.

FABRIC
100% Cotton

COLOUR
Black

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





15 14 1-1
OVERSIZE SHIRT

Oversized shirt in cotton material. Cut on each side. Fabric cut out and sewn back on both sides. Imperial collar.

FABRIC
54% Cotton, 46% Linen

COLOUR
Light Grey

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





15 14 1-2
OVERSIZE SHIRT

Oversized shirt in cotton. Black Embossed Panels print over both sides. Imperial collar.

FABRIC
100% Cotton

COLOUR
Black

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





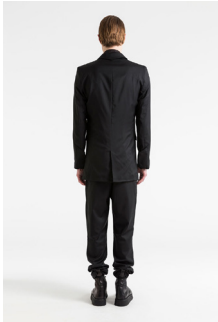
15 15 1-1
BASIC WOOL BLAZER

Long standard fit blazer in smooth wool. Cut in collar. Odeur triangular collar detailing in back of neck. Single button in front. Inner pockets.

FABRIC
100% Wool

COLOUR
Black

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





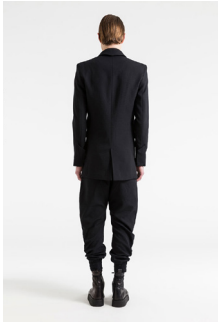
15 15 1-2
BASIC QUILT BLAZER

Long standard fit blazer in quilted cotton. Cut in collar. Odeur triangular collar detailing in back of neck. Single button in front. Inner pockets.

FABRIC
99% Cotton, 1% Elastane

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 15 1-3
BASIC SILK BLAZER

Long standard fit blazer in silk with no lining. Cut in collar. Odeur triangular collar detailing in back of neck. Single button in front. Chest pocket.

FABRIC
100% Silk

COLOUR
Black

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





15 16 1-1
LONG BLAZER

Long, narrow fit blazer in smooth wool with contrasting wool fabric in bottom. Collarless. Two horizontal buttons in front – one visible, one hidden. Inner pockets.

FABRIC
100% Wool/100% Wool mix

COLOUR
Black/Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 17 1-1
BOMBER JACKET

Slightly oversized bomber jacket in techno material. Two outer chest pockets, one inner pocket. Zipper pocket on upper left sleeve.

FABRIC
51% PL, 49% PU

COLOUR
White

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





15 17 1-2
BOMBER JACKET

Slightly oversized bomber jacket in techno material. Two outer chest pockets, one inner pocket. Zipper pocket on upper left sleeve.

FABRIC
73% PL, 27% PU

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 18 1-1
FACADE JACKET

Standard fit jacket in techno waterproof material. Two zipper pockets in front, one inner pocket. Detachable front part.

FABRIC
65% PL, 35% PA

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 19 1-1
HOODED JACKET

Oversized hooded jacket in "dot-effect" techno weave wind breaker material. Zipper in front with pockets on each side. Detachable hood.

FABRIC
56% PL, 44% Cotton

COLOUR
Black

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





15 20 1-1
LONG COAT

Standard fit coat in soft cashmere wool with contrasting techno fabric in bottom. Collarless. Two horizontal buttons in front – one visible, one hidden. Inner pockets. Waistband with velcro.

FABRIC

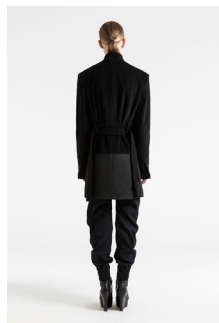
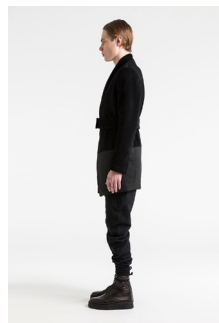
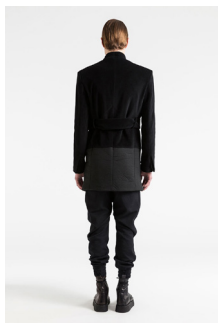
70% Wool, 20% PA, 10% WS/73% PL, 27% PU

COLOUR

Black/Black

SIZES

- Extra small
- Small
- Medium
- Large
- Extra Large





15 21 1-1
FACADE COAT

Long coat in soft cashmere wool. Two welt pockets in front and inner pockets. Detachable front part.

FABRIC
70% Wool, 20% PA, 10% WS

COLOUR
Black

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





15 22 1-1
BEYOND SWEAT PANTS

Slightly loose fit sweat pant with two zipper pockets in front. Two welt pockets in back. Elastic waistband with cord in contrasting colour. Elastic band in bottom of legs.

FABRIC
100% Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 22 1-2
BEYOND TECH PANTS

Slightly loose fit wind breaker pant with two zipper pockets in front. Two welt pockets in back. Elastic waistband with cord in contrasting colour. Elastic band in bottom of legs.

FABRIC
56% PL, 44% Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 22 1-3
BEYOND QUILT PANTS

Slightly loose fit quilted cotton pant with two zipper pockets in front. Two welt pockets in back. Elastic waistband with cord in contrasting colour. Elastic band in bottom of legs.

FABRIC
99% Cotton, 1% Elastane

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 23 1-1
PLEAT PANTS

Slightly loose fit blazer pant in smooth wool. Zipper pocket on each side in front. Two welt pockets in back. Elastic waistband in cotton rib.

FABRIC
100% Wool

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





15 24 1-1
CASHMERE BEANIE

Beanie in soft cashmere.

FABRIC
100% Cashmere

COLOUR
Black

SIZES
- Onesize



Odeur Jeans

ODEUR JEANS

The Odeur Jeans line is currently showcasing two styles. Over time, the collection of jeans styles, colours and washes will grow. We are working with the best manufacturers of denim and denim production in order to achieve the expected Odeur quality in our jeans production.



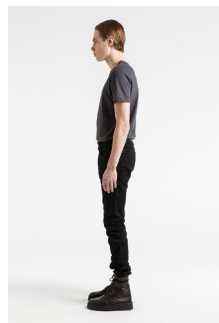
OJ 01-1
BASIC JEANS

Standard fit jeans with slightly dropped crotch. Graphic shaped pockets in front. Odeur pyramid embossed leather label on waistband in back.

FABRIC
98% Cotton, 2% EA

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





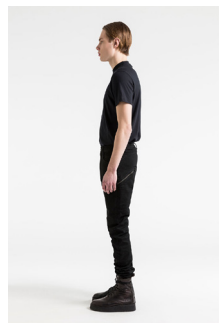
OJ 02-1
DROP JEANS

Narrow fit jeans with dropped crotch. Graphic shaped pockets in front. Zipper pockets in back. Odeur pyramid embossed leather label on waistband in back.

FABRIC
98% Cotton, 2% EA

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large



ODR

The Odeur diffusion line ODR was conceived in 2013. The collection includes a range of basic t-shirt styles with short and long sleeves of a high quality and with the same level of detailing as the main line. ODR collections are unlike the main Odeur line not scented.

This collection is a recurring offer from Odeur and are available to order in season as well. Within the ODR concept, a few exclusive collaborations have been carried out with partner stores and artists.



ODR 01-1
PLAIN T-SHIRT

Standard fit t-shirt in cotton with seam over upper chest in front and skew seam detail over back.

FABRIC
100% Cotton

COLOUR
White

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





ODR 01-2
PLAIN T-SHIRT

Standard fit t-shirt in cotton with seam over upper chest in front and skew seam detail over back.

FABRIC
100% Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





ODR 02-1
TUBE T-SHIRT

Slightly loose t-shirt in cotton with seam over upper chest in front and skew seam detail over back. Longer in back.

FABRIC
100% Cotton

COLOUR
White

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





ODR 02-2
TUBE T-SHIRT

Slightly loose t-shirt in cotton with seam over upper chest in front and skew seam detail over back. Longer in back.

FABRIC
100% Cotton

COLOUR
Black

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





ODR 03-1
PLAIN L/S T-SHIRT

Standard fit long sleeved t-shirt in cotton with seam over upper chest in front and skew seam detail over back.

FABRIC
100% Cotton

COLOUR
White

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





ODR 03-2
PLAIN L/S T-SHIRT

Standard fit long sleeved t-shirt in cotton with seam over upper chest in front and skew seam detail over back.

FABRIC
100% Cotton

COLOUR
Black

SIZES
– Extra small
– Small
– Medium
– Large
– Extra Large





ODR 04-1
HOODED L/S T-SHIRT

Normal fit long sleeved hooded t-shirt in cotton with seam over upper chest in front and skew seam detail over back.

FABRIC
100% Cotton

COLOUR
White

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





ODR 04-2
HOODED L/S T-SHIRT

Normal fit long sleeved hooded t-shirt in cotton with seam over upper chest in front and skew seam detail over back.

FABRIC
100% Cotton

COLOUR
Black

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



ODEUR ARTEFACTS

Odeur have launched an opulent collection of leather goods for the label's portfolio. The 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 is presented each season as an addition to the main Odeur collection line and the diffusion line ODR. Odeur Artefacts is also available to order in season.



OA 01-1
SKEW CARD HOLDER

Folded card holder in black leather. Two pockets suitable for business cards and credit cards in size 85x55 mm.

Handmade in Portugal.

MATERIAL

Genuine Leather

COLOUR

Black

SIZES

– Onesize



OA 01-2
SKEW CARD HOLDER

Folded card holder in white leather. Two pockets suitable for business cards and credit cards in size 85x55 mm.

Handmade in Portugal.

MATERIAL
Genuine Leather

COLOUR
White

SIZES
– Onesize



OA 02-1
TRIANGULAR KEY HOLDER

Folded key case in black leather with silver snap buttons. Dimensions: 9x13 cm.

Handmade in Portugal.

MATERIAL
Genuine Leather

COLOUR
Black

SIZES
– Onesize



0A 02-2
TRIANGULAR KEY HOLDER

Folded key case in white leather with silver snap buttons. Dimensions: 9x13 cm.

Handmade in Portugal.

MATERIAL
Genuine Leather

COLOUR
White

SIZES
– Onesize



OA 03-1
STRAP BELT

Adjustable waist belt in black leather. Tube detail with Odeur Artefact silver foil printing. Size: 95 cm.

Handmade in Portugal.

MATERIAL
Genuine Leather

COLOUR
Black

SIZES
– Onesize



OA 03-2
STRAP BELT

Adjustable waist belt in white leather. Tube detail with Odeur Artefact silver foil printing. Size: 95 cm.

Handmade in Portugal.

MATERIAL
Genuine Leather

COLOUR
White

SIZES
– Onesize



OA 04-1
FOLD LAPTOP CASE

Leather bag suitable for 15" laptop or as a clutch. Silver zipper and press button for fastening. Dimensions: 39x26 cm.

Handmade in Portugal.

MATERIAL
Genuine Leather

COLOUR
Black

SIZES
– Onesize



OA 04-2
FOLD LAPTOP CASE

Leather bag suitable for 15" laptop or as a clutch. Silver zipper and press button for fastening. Dimensions: 39x26 cm.

Handmade in Portugal.

MATERIAL
Genuine Leather

COLOUR
White

SIZES
– Onesize



OA 05-1
PLAIN SNEAKERS

High top sneakers in black leather. Elastic detail in soft leather instead of laces in front. Odeur Artefact silver foil stamp on back.

Handmade in Italy.

MATERIAL
Genuine Leather

COLOUR
Black

SIZES
– Onesize



OA 05-2
PLAIN SNEAKERS

High top sneakers in white leather. Elastic detail in soft leather instead of laces in front. Odeur Artefact silver foil stamp on back.

Handmade in Italy.

MATERIAL
Genuine Leather

COLOUR
White

SIZES
– Onesize

CREDITS

LOOKBOOK

ODEUR AUTUMN/WINTER 2014
ODEUR JEANS
ODR

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