

Odeur

Autumn/Winter 2015
Opposite/Me
Lookbook

A/W 15

Odeur
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About Odeur

A brief history of Odeur

Odeur was founded by Art director and Designer Petter Hollström in Stockholm in 2006 as a brand experiment. By replacing the traditional word-based logotype with a brand specific scent that is infused in the garments, Odeur was able to become the label with a non-visual logotype. The scent is described as white, clean and light. The triangular shape often used to brand the collection represents the construction of the scent – with a base note, middle note and top note.

The collections are developed drawing from a wide range of inspirations. Elements incorporated are always present in our direct surroundings, including musical, contemporary art, film and architectural references. Odeur embraces such open interaction through its uni-sex and multidisciplinary approach towards design.

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, effortlessly clean quality accessory line Odeur Artefacts, have been added to the brands portfolio.

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Odeur Basics

Collection introduction

— Odeur Basics

The Odeur basics line is newly conceived for the A/W 2015 season. The collection includes a range of finest cotton basic t-shirt styles with short sleeves and tanks of a high quality and with the same level of detailing as the main line.

This collection is a recurring offer from Odeur and are available to order in season as well.



OB 011-1
Basic T-Shirt

Standard fit t-shirt in superlight cotton.
Double stitched over shoulders.

Fabric
100% Superlight Cotton

Colour
White

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





OB 011-2
Basic T-Shirt

Standard fit t-shirt in superlight cotton.
Double stitched over shoulders.

Fabric
100% Superlight Cotton

Colour
Black

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





OB 02 1-1
Long T-Shirt

Overlong raglan cut t-shirt in superlight cotton. Seam over back. Double stitched over shoulders.

Fabric
100% Superlight Cotton

Colour
White

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





OB 02 1-2

Long T-Shirt

Overlong raglan cut t-shirt in superlight cotton. Seam over back. Double stitched over shoulders.

Fabric

100% Superlight Cotton

Colour

White

Sizes

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





OB 031-1
Oversize T-Shirt

Wide and oversized t-shirt in superlight cotton.

Fabric
100% Superlight Cotton

Colour
White

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





OB 031-2
Overdose T-Shirt

Wide and oversized t-shirt in superlight cotton.

Fabric
100% Superlight Cotton

Colour
Black

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





OB 04 1-1

Basic Tank

Turtle neck tank in superlight cotton.
Double stitched over shoulders and vertical
seam on front and back.

Fabric

100% Superlight Cotton

Colour

White

Sizes

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





OB 04 1-2

Basic Tank

Turtle neck tank in superlight cotton.
Double stitched over shoulders and vertical
seam on front and back.

Fabric

100% Superlight Cotton

Colour

White

Sizes

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



Odeur Main Collection

Opposite/Me

Collection introduction

— Opposite/Me

The rigor of society. Contrast is subject to definition. Ours is shaped by connectivity. An embrace of interaction fostered by profound understanding. Balance is found in dialogue. As elements of self can be found in others. We are evermore akin. Our fellow wayfarers stand united in tolerance and acceptance. Opposites fade, object becomes objection.

For AW15, Odeur returns to the essence of a silhouette, rich in sincere tactile functionality. Boxy shapes, with oversized shapes omnipresent, underline the overall lush and billowing feel. Comfy roomy woolen coats are paired with snug tailored bombers and sporty rubber parkas. The outerwear connects to the indoors, though a curation of crisp tees, drop crotch pants and crafted tops. Shell-like surfaces are constructed in sleek tech fabrics, plush wool paired with functional knitwear, sheer cotton and pristine jersey. Selected garments may be reversed for textural effect and utility purposes.

Odeur works from a pensive disposition for AW15. This is reflected by a foundation of deep blacks, contrasted only by a dash of crisp whites and all over shirting “contrast” graphics. The monotone colorway supports ton-sur-ton printing and fosters expressive identities without overstatement. From process to performance, each garment is constructed with purpose and intent. Interior dwellers are triggered by exterior freedoms, comfortably layered in astute wardrobe solutions.

Define. Illustrate. Represent. It never was just us...



17 01 1-1

Raglan T-Shirt

Long raglan cut t-shirt in fine cotton.
Detail seam stitching over shoulders.
Black "Object" text print over back.

Fabric

100% Fine Cotton

Colour

White

Sizes

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





17 01 1-2

Raglan T-Shirt

Long raglan cut t-shirt in fine cotton.
Detail seam stitching over shoulders.
White "Oui / Nein" text print on front.

Fabric

100% Fine Cotton

Colour

Grey

Sizes

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





17 011-3

Raglan T-Shirt

Long raglan cut t-shirt in fine cotton.
Detail seam stitching over shoulders.
White "Horizontal Square" print on front.

Fabric

100% Fine Cotton

Colour

Black

Sizes

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





17 02 1-1

Opposite Tank

Turtle neck tank in fine cotton. Double stitched over shoulders. Black "Vertical Squares" print on back.

Fabric

100% Fine Cotton

Colour

Grey

Sizes

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





17 02 1-2
Opposite Tank

Turtle neck tank in fine cotton. Double stitched over shoulders. Black "Lmax-Lmin Square" print on front.

Fabric
100% Fine Cotton

Colour
Black

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large



17 03 1-1
Raglan L/S T-Shirt

Oversized raglan cut long-sleeve t-shirt with narrow neck in contrast printed cotton shirt fabric and sleeves with detail seam stitching in fine jersey cotton. Detail cuts on both sides.

Fabric
100% Cotton/100% Fine Cotton

Colour
White

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





17 03 1-2

Raglan L/S T-Shirt

Oversized raglan cut long-sleeve t-shirt with narrow neck in fine jersey cotton and sleeves with detail seam stitching. Detail cuts on both sides.

Fabric

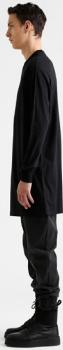
100% Fine Cotton

Colour

Black

Sizes

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





17 04 1-1

Box Sweat

Wide and short sweatshirt in quilted cotton fabric. Short sleeves.

Fabric

100% Sweat Cotton/PL

Colour

Grey Stripe

Sizes

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





17 04 1-2
Box Sweat

Wide and short sweatshirt in soft reverse cotton fabric. Short sleeves.

Fabric
100% Sweat Cotton reverse

Colour
Black

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





17 04 2-1
Box Tech Sweat

Wide and short sweatshirt in tech fabric. Short sleeves and detail zipper on back in upper neck.

Fabric
100% Polyester

Colour
Black Stripe

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





17 05 1-1

Raglan Sweat

Standard fit raglan cut sweatshirt in quilted cotton fabric.

Fabric

100% Sweat Cotton/PL

Colour

Grey Stripe

Sizes

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



17 05 1-2

Raglan Sweat

Standard fit raglan cut sweatshirt in soft cotton fabric. Elastic band over back, attached in side seams.

Fabric

100% Sweat Cotton

Colour

Black

Sizes

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





17 05 2-1

Raglan Tech Sweat

Slightly oversized raglan cut sweatshirt in tech fabric. Front pocket and elastic over front, attached in side seams.

Fabric

96% PL, 4% EA

Colour

Dark Grey

Sizes

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



17 05 2-2

Raglan Tech Sweat

Slightly oversized raglan cut sweatshirt in tech fabric. Front pocket and elastic over front, attached in side seams.

Fabric

76% PL, 7% EA, 17% PU

Colour

Black

Sizes

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





17 06 1-1
Oversize Raglan Sweat

Overlong fit raglan cut sweatshirt in soft cotton fabric.

Fabric
100% Sweat Cotton

Colour
Black

- Sizes**
- Extra small
 - Small
 - Medium
 - Large
 - Extra Large





17 07 1-1

Zip Cardigan

Standard fit hooded cardigan in soft cotton. Black metallic zipper in front and elastic band over upper back, attached in sleeve seams. Front pockets.

Fabric

100% Sweat Cotton

Colour

Black

Sizes

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





17 07 2-1

Long Zip Cardigan

Long fit hooded cardigan in soft cotton.
Black metallic zipper in front and elastic
band over front, attached in side seams.
Front pockets.

Fabric

100% Sweat Cotton

Colour

Black

Sizes

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



17 08 1-1

Low Sweat

Slightly oversized sweatshirt in soft cotton. High collar with adjustable cord in back. White "Lmax-Lmin Square " square on front. Elastic band covering print, attached in sides seams.

Fabric

100% Sweat Cotton reverse

Colour

Black

Sizes

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





17 09 1-1

Oversize Knit

Slightly oversized raglan cut knitted sweater in soft wool mix. Contrast knitted white square on front.

Fabric

50% Superkid Mohair, 20% Merino, 30% PA

Colour

Black/White

Sizes

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





17 10 1-1

Long Shirt

Standard fit shirt in cotton with hidden buttons in front. Graphic side shape with longer front and back.

Fabric

100% Cotton

Colour

Contrast

Sizes

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

Please view
style on next page for
fitting reference.



17 10 1-2

Long Shirt

Standard fit shirt in cotton with hidden buttons in front. Graphic side shape with longer front and back.

Fabric

100% Cotton

Colour

Black

Sizes

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





17 11 1-1

Oversize Shirt

Slightly oversized shirt in cotton. Visible buttons in front. Imperial collar.

Fabric

100% Cotton

Colour

Contrast

Sizes

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

Please view
style on next page for
fitting reference.

17 111-2

Oversize Shirt

Slightly oversized shirt in cotton. Visible buttons in front. Imperial collar.

Fabric

100% Cotton

Colour

Black

Sizes

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





17 12 1-1

Layer Blazer

Long standard fit blazer in wool. Fully lined with inner pockets. Layered details over front chest. Single button in front.

Fabric

100% Wool

Colour

Black

Sizes

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





17 12 1-2

Layer Blazer

Long standard fit blazer in clean cotton mix. Fully lined with inner pockets. Layered details over front chest. Single button in front.

Fabric

34% PA, 30% CO, 30% PL, 6% EA

Colour

Dark Grey

Sizes

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





17 13 1-1

Long Blazer

Long, collarless blazer in smooth wool with elastic band detail over sleeves. Single button in front. Side front and inner pockets.

Fabric

100% Wool

Colour

Black

Sizes

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





17 13 1-2

Long Blazer

Long, collarless blazer in soft wool with elastic band detail over sleeves. Single button in front. Side front and inner pockets.

Fabric

100% WV

Colour

Black

Sizes

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





17 14 1-1

Zip Bomber Jacket

Standard fit, padded bomber jacket in waterproof tech material with black metallic zipper. Side pockets with press button and innerpockets. Zip pockets on left sleeve and over upper back.

Fabric

55% PA, 45% PL

Colour

Black

Sizes

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





17 14 2-1

Zip Long Bomber Jacket

Long fit, padded bomber jacket in waterproof tech material with black metallic zipper. Side pockets with press button and innerpockets. Zip pockets on left sleeve and over upper back.

Fabric

55% PA, 45% PL

Colour

Black

Sizes

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





17 15 1-1

Attack Bomber Jacket

Short and bulky fit bomber jacket in matte black tech material. Black metallic zipper in front and on left sleeve pocket. Big neck rib and elastic bands stretching from each shoulder to bottom rib over back.

Fabric

39% VI, 45% PU, 7% PL, 6% CO, 3% ME

Colour

Black Matte

Sizes

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





17 16 1-1

Low Jacket

Slightly oversized pullover jacket in soft cashmere wool. High collar with adjustable cord in back. Elastic band over back, attached in sides seams.

Fabric

70% Wool, 20% PA, 10% WS

Colour

Black

Sizes

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





17 17 1-1

Long Coat

Regular fit coat with collar in soft cashmere wool with elastic band detail over sleeves. Buttons in front, all hidden when closed. Inner pockets. Front pockets.

Fabric

70% Wool, 20% PA, 10% WS

Colour

Black

Sizes

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





17 18 1-1

Off Coat

Slightly oversized, long coat in soft cashmere wool. Off center black metallic zippers in front. Front pockets. Fully lined with inner pocket.

Fabric

70% Wool, 20% PA, 10% WS

Colour

Black

Sizes

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





17 19 1-1

Oval Coat

Oversized, raglan cut coat in coated tech wool fabric. Seam detail over sleeves. Unlined with front pockets and buttons,

Fabric

32% WV, 58% PL, 10% PU

Colour

Grey Coated

Sizes

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





17 20 1-1

Split Parkas

Standard fit hooded parkas in matte black tech material. Black metallic zipper in front and snap buttons on front pockets. Mesh lining.

Fabric

39% VI, 45% PU, 7% PL, 6% CO, 3% ME

Colour

Black Matte

Sizes

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





17 211-1

Beyond Pants

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

Fabric

100% Sweat Cotton/PL

Colour

Grey Stripe

Sizes

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





17 21 1-2

Beyond Pants

Slightly loose fit clean cotton mix fabric pant with two pockets in front. Two welt pockets in back. Elastic waistband with cord. Elastic band in bottom of legs.

Fabric

34% PA, 30% CO, 30% PL, 6% EA

Colour

Dark Grey

Sizes

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





17 21 1-3

Beyond Pants

Slightly loose fit soft cotton fabric pant with two pockets in front. Two welt pockets in back. Elastic waistband with cord. Elastic band in bottom of legs.

Fabric

100% Sweat Cotton reverse

Colour

Black

Sizes

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





17 22 1-1

Sweat Pants

Slightly oversize fit soft pants in soft cotton. Elastic band detail stretching from front pockets around back. Elastic waistband with cord.

Fabric

100% Sweat Cotton

Colour

Black

Sizes

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





17 23 1-1

Pleat Crop Pants

Cropped, loose fit pants in smooth wool. Pockets on each side in front. Two welt pockets in back. Elastic waistband in cotton rib. Pleat details in front.

Fabric

100% Wool

Colour

Black

Sizes

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





17 24 1-1

Drop Crop Pants

Cropped, loose fit pants with dropped crotch in smooth wool. Pockets on each side in front. Two welt pockets in back. Waistband with two buttons and belt loops. Zip fly.

Fabric

100% Wool

Colour

Black

Sizes

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





17 24 1-2

Drop Crop Pants

Cropped, loose fit pants with dropped crotch in soft wool. Pockets on each side in front. Two welt pockets in back. Waistband with two buttons and belt loops. Zip fly.

Fabric

100% WV

Colour

Black

Sizes

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



Odeur Jeans

Collection introduction

— 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 01-2

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

White Wash

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





OJ 02-2

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

White Wash

Sizes

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



Odeur Artefacts

Collection introduction

— Odeur Artefacts

Odeur have launched an opulent collection of leather goods for the label's portfolio. The collection – Odeur Artefacts – features belts, laptop sleeves, sneakers, boots, wedges, 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. 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 Leather

Sizes

- One Size



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 Leather

Sizes

- One Size

Colour

White Leather

Sizes

- One Size





OA 02-1

Triangular Key Holder

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

Material

Genuine Leather

Colour

Black Leather

Sizes

- One Size



OA 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 Leather

Sizes

- One Size

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 Leather

Sizes
• One Size



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 Leather

Sizes

• One Size



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 Leather

Sizes
• One Size





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 Leather

Sizes
• One Size

OA 05-1

Plain Sneaker

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 Leather

Sizes

- EU 37
- EU 38
- EU 39
- EU 40
- EU 41
- EU 42
- EU 43
- EU 44
- EU 45





OA 05-2

Plain Sneaker

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 Leather

Sizes

- EU 37
- EU 38
- EU 39
- EU 40
- EU 41
- EU 42
- EU 43
- EU 44
- EU 45

OA 06-1

Solid Boot

High top boot in genuine treated black leather with solid heavy para sole. Height of sole is 4 cm at heel point. Removable elastic band attached in laces in front. Handmade in Italy.

Material

Genuine Leather

Colour

Black Leather

Sizes

- EU 37
- EU 38
- EU 39
- EU 40
- EU 41
- EU 42
- EU 43
- EU 44
- EU 45



OA 06-2

Solid Boot

High top boot in genuine untreated white leather with solid light micro sole. Height of sole is 4 cm at heel point. Removable elastic band attached in laces in front. Handmade in Italy.

Material

Genuine Leather

Colour

White Leather

Sizes

- EU 37
- EU 38
- EU 39
- EU 40
- EU 41
- EU 42
- EU 43
- EU 44
- EU 45



OA 07-1

Splinth Wedge

High heel wedge in genuine black leather in graphic cut. Height of heel is 12,5 cm. Elastic band over front. Handmade in Italy.

Material

Genuine Leather

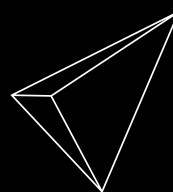
Colour

Black Leather

Sizes

- EU 37
- EU 38
- EU 39
- EU 40
- EU 41
- EU 42
- EU 43
- EU 44
- EU 45





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