

## **COLLECTION TEXT**

### **SVEASØN PRESENTS THE ODD LOT**

This collection was inspired by the idea of moving through imagined worlds and real life at the same time.

By childhood stories where explorers grow and shrink, learn to fly, climb walls, get lost, change direction and still keep going.

This collection represents a way of exploring that allows freedom, care and adaptability. It reflects how needs change when you move between different worlds and how clothing can respond to that.

The garments are designed to adapt to the person wearing them.  
To shifting weather, different surroundings and changing states of being.

One piece can be worn in multiple ways.  
Reversed and adjusted.  
Built up in layers or worn lightly.

Elements can be added or removed,  
depending on where the journey leads.

Because an explorer moves between climates, moods and worlds  
and never stays in just one place.

The collection explores themes of transformation, joy, sustainability and inclusivity.  
It plays with the tension between function and fantasy, everyday life and dream logic.

Materials played a key role in shaping this collection.  
We worked with fabrics from our own archive,  
materials we gathered over the years,  
during our studies,  
and while traveling.

Some were found, some were kept,  
some waited for the right moment.

Each fabric carries a memory.  
A place, a time, a former life.

By working with these materials,  
the collection becomes very personal in a quiet way.

The collection carries a clear point of view:  
Clothing should adapt to people, not the other way around.

Color, flexibility and care are tools for empowerment.



**BERLIN  
FASHION  
WEEK**

We envision this collection being worn by people who move through the world with curiosity.  
People who don't fit into one category.  
People who want clothes that work for daily life,  
but still leave space for imagination and exploring new worlds.