

# ISBJÖRN

## **ISBJÖRN of Sweden sharpens its teeth with a new bluesign® approved range for AW17/18**

Premium outdoor children's clothing and accessories manufacturer, ISBJÖRN of Sweden, is set to impress at the forthcoming ISPO Show in Munich, stand A2-117, as it unveils a new and wider collection of colourful high quality, eco-friendly products for babies, kids and teenagers.

Building on its already strong green credentials, ISBJÖRN of Sweden is now an official bluesign® Trademark Partner. The new range is more than 90% bluesign product approved, with the collection using materials such as the fluorocarbon-free water-repellent Bionic Finish Eco outer fabric and PrimaLoft® Black Insulation Eco, which is made from 60% recycled fibres.

The latest range will debut a new design pattern called 'Peaks' which represents both mountains and valleys, while also looking like the teeth of a polar bear ('Isbjörn' is Swedish for polar bear). The new eye catching and colourful 'Peaks' design will be visible on the outers of many new products on zippers, reflexes and trims.

Just some of the highlights from the new range include: an updated version of the quadruple award winning Penguin Snowsuit; the new Panda Stretch Hoody made from PrimaLoft® Fleece; and the muesling-free wool and synthetic mix Husky Jumpsuit. Another big highlight is the Expedition Hard Shell Jacket and Pant, which is a first for the children's outdoor market as it features a 3-layer construction. It's the ultimate outdoor kit for young adventurers with attitude!

The brand has grown significantly over the years and now distributes to more than 10 countries in Europe and Asia. UK retailers currently selling the ISBJÖRN of Sweden ranges include Snow+Rock, plus many independents including Altimus and Alex and Alexa.

Maria Frykman Forsberg, CEO of ISBJÖRN of Sweden, commented: "Our passionate team has created a top-quality range that continues to be kind to the environment. We've been able to improve further on the premium quality through our efficient sourcing and effective production processes, but can still offer a more competitive price point. In fact, our new Autumn Winter range is 10-15% lower than the previous season.

Maria continued: "We've definitely raised our design game with the new range and I feel it is even more sophisticated. The team is excited to present the entire range on our stand at ISPO in February."

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**Notes to Editors:**

ISBJÖRN of Sweden was founded in 2005 by Maria Frykman Forsberg and Camilla Schmidt, after they became mothers for the first time and discovered a gap in the market for high quality and comfortable outdoor garments for children. The brand believes that all children are 'Multisporters by Nature' and should be allowed enjoy outdoor activities in all weather conditions, while remaining warm, dry and comfortable.

Production of ISBJÖRN of Sweden garments use recycled materials and the company continuously strives to be as environmentally friendly as possible, while still producing long lasting, tough and premium quality garments which emulate adult styles and materials.

The brand is symbolised by the Polar Bear – the toughest animal on the planet.

[www.isbjornofsweden.com](http://www.isbjornofsweden.com)