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Years ago, we decided to focus more on lifestyle than on fashion.

Working with the design, colors, and quality of workmanship we constantly aim to create garments that will last for many years. We are proud that many of our designs remains as a favorite piece many years after it is bought. When sustainability is a part of the company DNA, it does not make sense to make clothes that only last for a season. In addition to the ultimate casual soft feeling in our fleece fabric we have added a small selection of Oeko-tex® certified jersey styles with the same DNA and feeling.

Sustainability is a big part of our self-understanding and we constantly aim to minimize our impact on the planet. Our NO WASTE label is a limited edition produced from leftovers from main production. We hope you feel inspired to browse around on our website to learn more about our universe.

Throughout the year's men have requested a similar collection with masculine simplicity. In 2019 we lounged CARL by steffensen, with a election of sweaters, cardigans, and accessories for men.

Production of both brands takes place at carefully selected factories in Europe.

Our brands are represented in more than 400 boutiques in Europe USA, Russia and Japan.

