

Identity Collection

Stockholm

Signature Edition

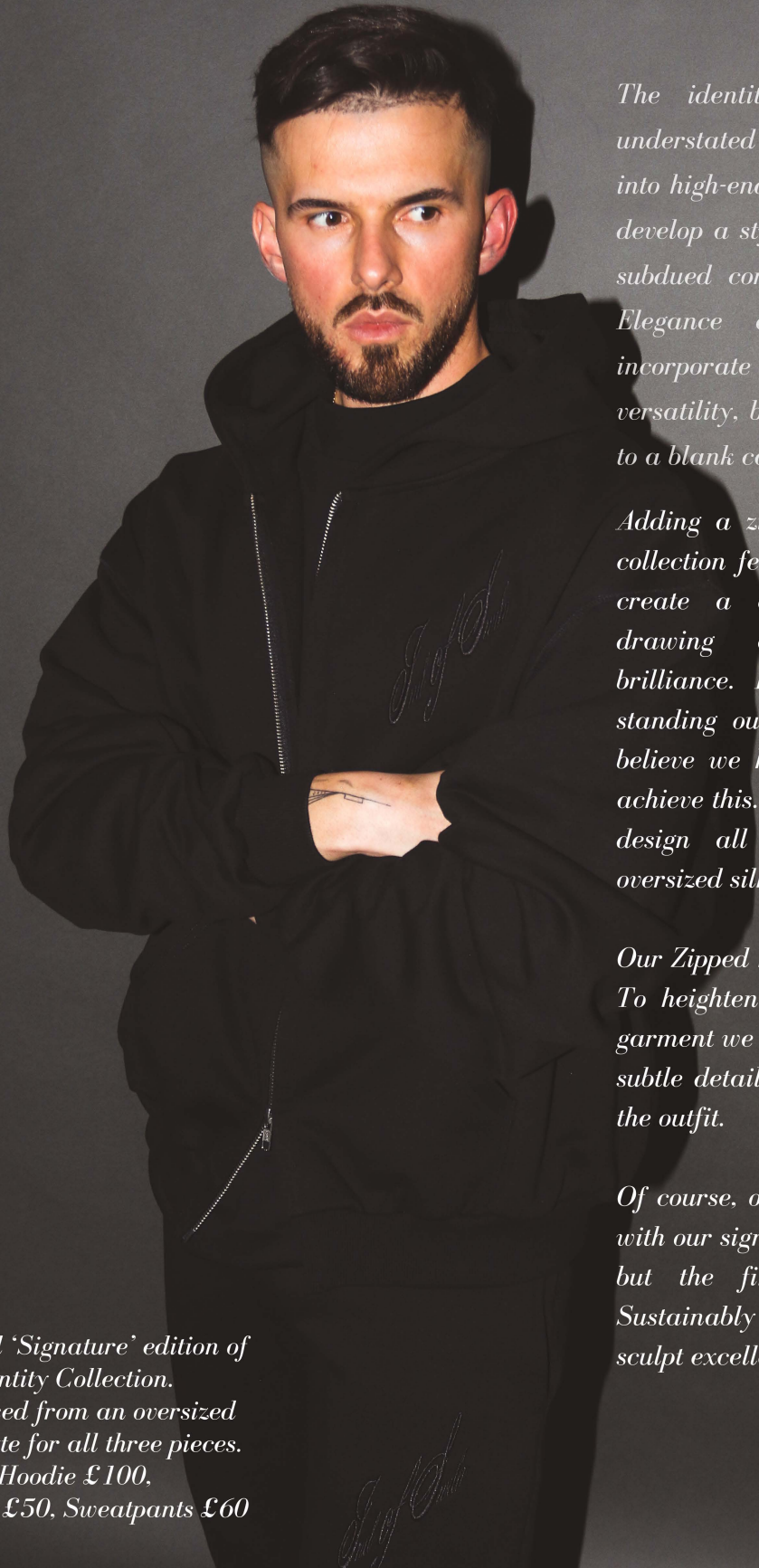


An Industry of Sweden Fashion

PRODUCTION

Luxury and Elegance meets Ath-Leisure

Signature



The identity collection captures the understated elegance that can be infused into high-end athleisure. Our goal was to develop a style that is significantly more subdued compared to our Luxury and Elegance collection. We aimed to incorporate designs that offer greater versatility, bringing a touch of brilliance to a blank canvas.

Adding a zipped hoodie to the Identity collection felt only fitting. We wanted to create a collection that focuses on drawing attention through subtle brilliance. Feeling like greatness and standing out in an incognito style. We believe we have mastered the recipe to achieve this, through a tonal embroidered design all the way through to the oversized silhouette of the entire fit.

Our Zipped hoodie offers an oversized fit. To heighten the level of comfort to the garment we have added a double zip, this subtle detail can boost the whole look of the outfit.

Of course, our clothing has been crafted with our signature methods. Using nothing but the finest Portuguese materials. Sustainably and ethically sourced to sculpt excellence.

The full 'Signature' edition of our Identity Collection. Composed from an oversized silhouette for all three pieces. Zipped Hoodie £100, T-Shirt £50, Sweatpants £60

Sthlm



*Highlighting our new
Identity T-Shirt an extreme
oversized t-shirt that offers a
soft mock neck collar with
heavy dropped shoulders and
low sitting sleeves.
T-Shirt £50.*

DESIGNED FOR YEAR-ROUND
COMFORT AND LUXURY

Est. 17

SUBTLE BRILLIANCE

The Identity collection offers a soft mock neck collar, this feature boosts the level of class that we aimed for, a spectacular mix between old-fashioned class and modern elegance. The t-shirt was designed to be of an 'extreme oversized' model, with very low dropped shoulders and low sitting sleeves. Essentially, combining a mock neck, oversized and box fit t-shirt all in one. For the signature edition, we were aiming to add class and elegance to our ath-leisure. This was done by carefully choosing what type of garments we wanted to add and through a tonal application of embroidery.



*Identity is expressed
through our own traditions*

Luxurious

Elegant

Pretigious

Subtle Brilliance

With a focus on minimalist elegance, each piece in the Identity collection embodies a sense of understated sophistication. The purpose was to merge timeless aesthetics with modern trends, creating a collection that resonate with individuals who appreciate both classic and contemporary styles. Materials are selected not only for their quality but also for their ability to convey the narrative of authenticity and self-expression. This collection invites wearers to celebrate their uniqueness and embrace their personal style with confidence.

Identity

Sthlm

Signature Edition

The Identity collection will feature embroidery designs. For the first time, embroidery will be applied to our clothing. this will heighten the level of elegance we strive for when producing our collections. The Identity collection, will offer, sleek, simple and subtle designs. The first edition features one of our abbreviations 'Ind of Swdn'.

We have of course included our signature touches, of our Flag label on the left cuff and our exterior neck label. At Industry of Sweden, we love created loud and exuberant statement garments. However, the identity collections will offer subtle brilliance to the overall look.

Collection

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Core Edition



*Presenting the full Identity:
'Core' edition. The 'Core' edition
has the same silhouette as the
'Signature' edition, with the same
placement.
Zipped Hoodie £100, T-Shirt
£50, Sweatpants £60.*

IS
Established 2017
Stockholm

Crafted from the finest Portuguese French Terry material. The second edition comes in a heather grey, blending perfectly with out white embroidery and signature flag and exterior neck labels.

Sthlm



We wanted to follow the route of the classic sweat suits for the first two editions of the Identity. A full black set then followed by a grey and white set. For the first time we have included embroidery in our collections. This was to enhance the elegance we wanted to apply to the identity collection. Identity: Core has our abbreviation 'Ios' embroidered on the left side of the chest, followed by our year of establishment and Stockholm.



Identity
Established 2017
Stockholm

The Identity collection consist of oversized garments, crafted using our signature French Terry, continuing our practices of using ethically and sustainably sourced materials. The quality of these garments are designed to leave our customers speechless. for the first time we have added an oversized mock neck t-shirt to our collection. This adds the exact aesthetic that the Identity collection requires. The Identity collection sees also the additon of our first zipped hoodie. A perfect oversize silhouette, that elevates the entire look of the Identity collection. We want our designs and brand 'Identity' to be as visbile as possible. Which is why we have also added our signature exterior neck label to this collection.

The goal was to design a complete collection that embodies versatility, comfort, and elegance. No matter the activity—whether you're catching a flight, exploring the city, embarking on a road trip, or just picking up your favourite coffee—the sophistication of the identity collection will ensure you are ready for whatever the day brings.

By applying our practices rooted in our core values, we genuinely believe we have accomplished our goals with this collection. A storytelling capsule that is designed to offer you daily satisfaction through versatility, comfort, and luxury.

*Portuguese
craftsmanship
Brought to life
with elegant
Swedish
design.*

