



Industry of Sweden™

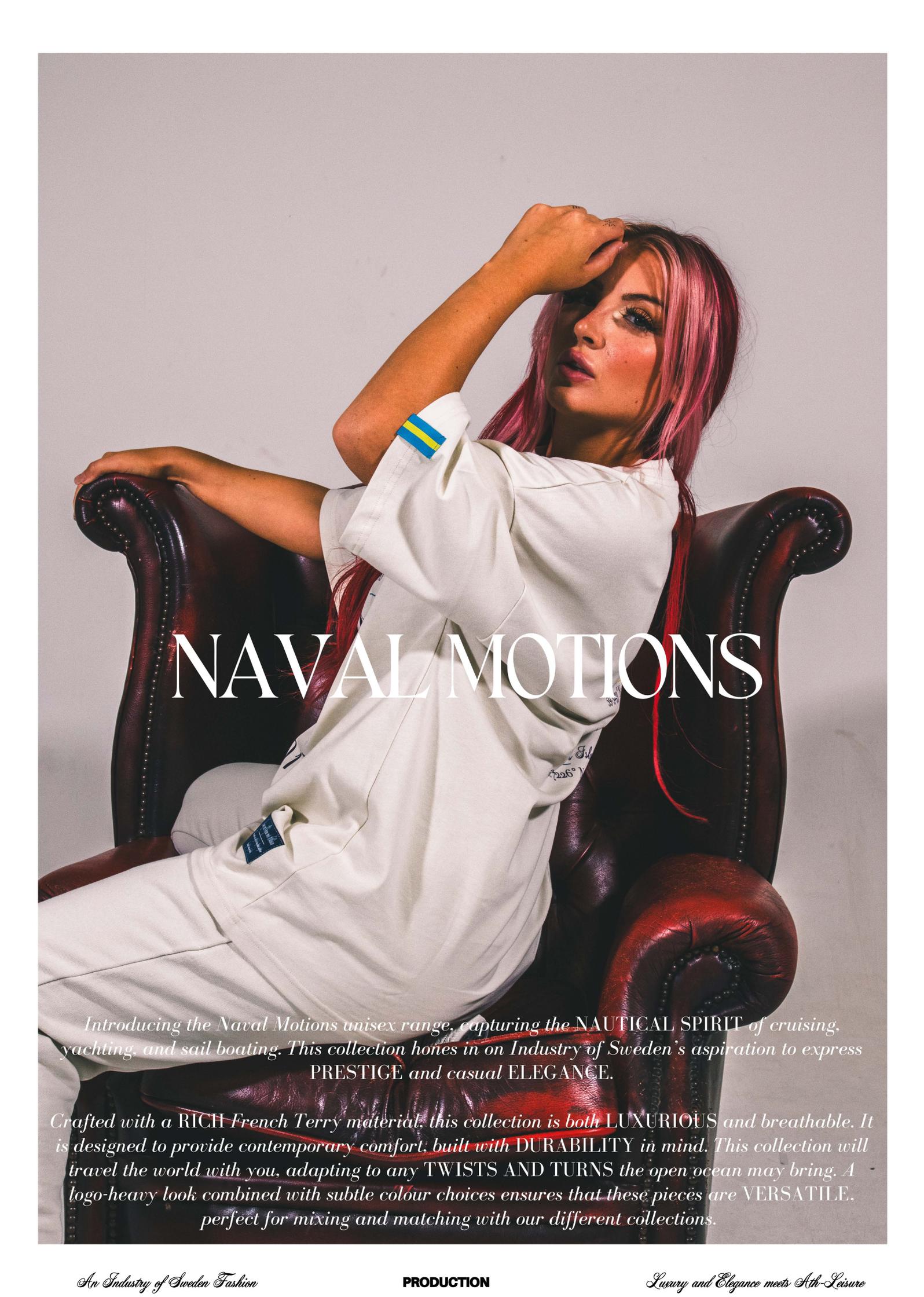
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Luxury Elegance meets ATH-LEISURE

The only place where LUXURY and ATH-LEISURE combine. Embodying the MAJESTIC views and EXQUISITE lifestyles of SCANDINAVIA and the MEDITERRANEAN. Perfectly crafted clothing for daily satisfaction in ELEGANCE and COMFORT.

The Pinnacle of Lifestyle



NAVAL MOTIONS

Introducing the Naval Motions unisex range, capturing the NAUTICAL SPIRIT of cruising, yachting, and sail boating. This collection hones in on Industry of Sweden's aspiration to express PRESTIGE and casual ELEGANCE.

Crafted with a RICH French Terry material, this collection is both LUXURIOUS and breathable. It is designed to provide contemporary comfort, built with DURABILITY in mind. This collection will travel the world with you, adapting to any TWISTS AND TURNS the open ocean may bring. A logo-heavy look combined with subtle colour choices ensures that these pieces are VERSATILE, perfect for mixing and matching with our different collections.

Designed for perfect harmony and wearable for all genders, Naval Motions was the foundation drop, kick-starting the Luxury and Elegance collection. First released in Fall 2023, the idea was to create pieces that embody the most luxurious forms of naval travel.

This vision came to life with Industry of Sweden's prestigious clothing. A perfect blend that represents what we set out to create; everything down to the minute detail is considered, from the colouring of the garments to the design itself.



A collection crafted for all genders. Our signature oversized Naval Motions T-Shirt paired with relaxed fit Naval Motions Sweatpants.

T-Shirt £50, Sweatpants £60

COMMAND

*The Sea
With*

NAVAL MOTIONS



Industry of Sweden's Mountaineering Club, established in 2017, travels to the expansive MOUNTAIN ranges of Northern Scandinavia.

A year-round capsule tailored to fit any outdoors activity of your choosing, inspiration is drawn from the SCANDINAVIAN SUMMITS renowned for hosting the world's most sought-after ski resorts, with mountain peaks reflecting the TERRAINS that present CHALLENGES for all adventurers. These designs, alongside Naval Motions, form the prestigious Luxury and Elegance collection.

Whether you're a thrill-seeker speeding down the slopes, or aiming to make a stylish STATEMENT at your après-ski gatherings, this exclusive collection is designed to ELEVATE your look and inspire courage. Get ready to CAPTIVATE every eye around you with these standout pieces.



VAL-D'ISÈRE

TRYSIL

ÅRE

CORTINA

WHISTLER

Inspired by the finest wintersports destinations in the world
Any Peak Any Condition Any Terrain



FIRST CLASS LIVING

Crafted with meticulous attention to detail and a passion for quality. Luxurious fabrics drape your silhouette perfectly, while bold patterns and subtle hues create a harmonious balance that captures the essence of Italy's

VIBRANT culture. From tailored jackets to flowing dresses, the CHE BELLA VITA collection promises to elevate your wardrobe with timeless pieces that TRANSCEND fleeting trends. Whether you're exploring the cobblestone streets of Rome or attending a chic city event, this collection ensures you exude confidence and sophistication at every turn.

Embrace the art of living BEAUTIFULLY with Che Bella Vita.



The Bella Vita
INDUSTRY
of Sweden

Che BELLA

Vita

EUROPE'S

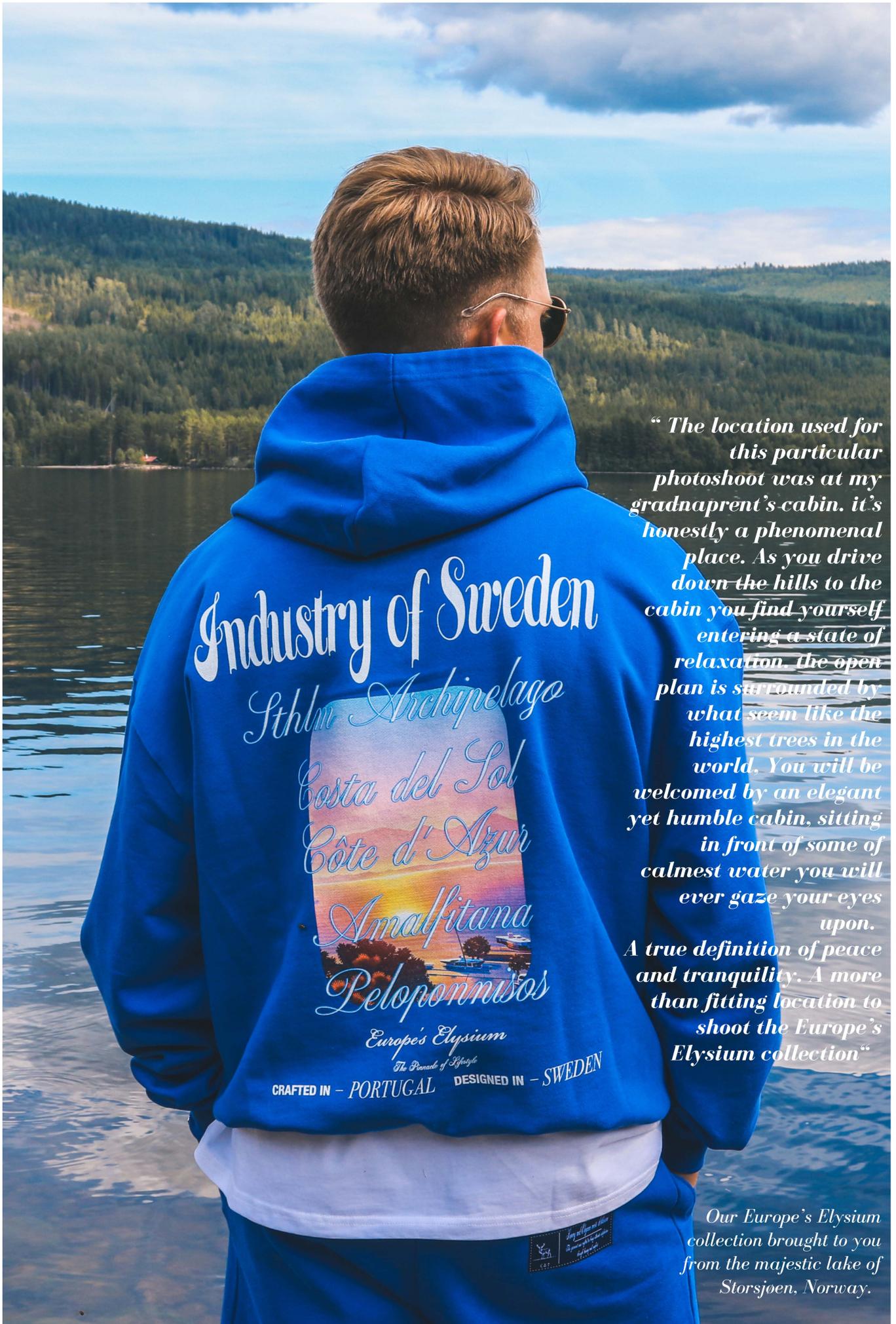
Featuring a striking Santorini BLUE and complimentary Santorini white, our Europe's Elysium collection is inspired by the idyllic lifestyles led both in the Mediterranean and Scandinavia.



Reminiscent of the renowned rooftops of Santorini and deep Aegean blue, as well as the waters that wind throughout Scandinavia, Europe's Elysium pays homage to the bodies of WATER that shape lifestyles across the Mediterranean and Scandinavia alike.

Our Santorini Blue Europe's Elysium Hoodie, paired with matching Santorini Blue Shorts.

Hoodie £90, Shorts £40



“ The location used for this particular photoshoot was at my gradnapr nt’s cabin. it’s honestly a phenomenal place. As you drive down the hills to the cabin you find yourself entering a state of relaxation, the open plan is surrounded by what seem like the highest trees in the world. You will be welcomed by an elegant yet humble cabin, sitting in front of some of the calmest water you will ever gaze your eyes upon. A true definition of peace and tranquility. A more than fitting location to shoot the Europe’s Elysium collection”

Our Europe’s Elysium collection brought to you from the majestic lake of Storsjoen, Norway.

A man with short brown hair and a light beard is standing on a balcony. He is wearing a white hoodie and white shorts. The hoodie has a blue logo on the chest that says 'INDUSTRY OF SWEDEN' and a small graphic of a reindeer. The shorts also have a blue logo on the left leg that says 'INDUSTRY OF SWEDEN' and a small graphic of a reindeer. The man is leaning on a dark metal railing. The background is a lush green forest with sunlight filtering through the trees.

Marina Club

Welcome to Paradise

Industry of Sweden Odyssey
From SWEDEN to the WORLD

Iconic becomes STATEMENTS

The Summer 24 editions of our Europe's Elysium and Marina Club collections, going hand in hand. Two collections that draw inspiration from one another. Europe's Elysium was designed to give off pure elegance that can be found in Europe. Elysium, comes from the Greek word 'Elysion', The true meaning behind this word is 'the conception of the afterlife', the opposite to the underworld in Greek Mythology. A modern day reference of this word is 'heaven'. In short we wanted to create a collection that embodies the epitome of luxury.



Brought to you from
Stockholm, Sweden