

BRAND BOOK

SWEDISH
STOCKINGS





THE FIRST
SUSTAINABLE
HOSIERY
BRAND

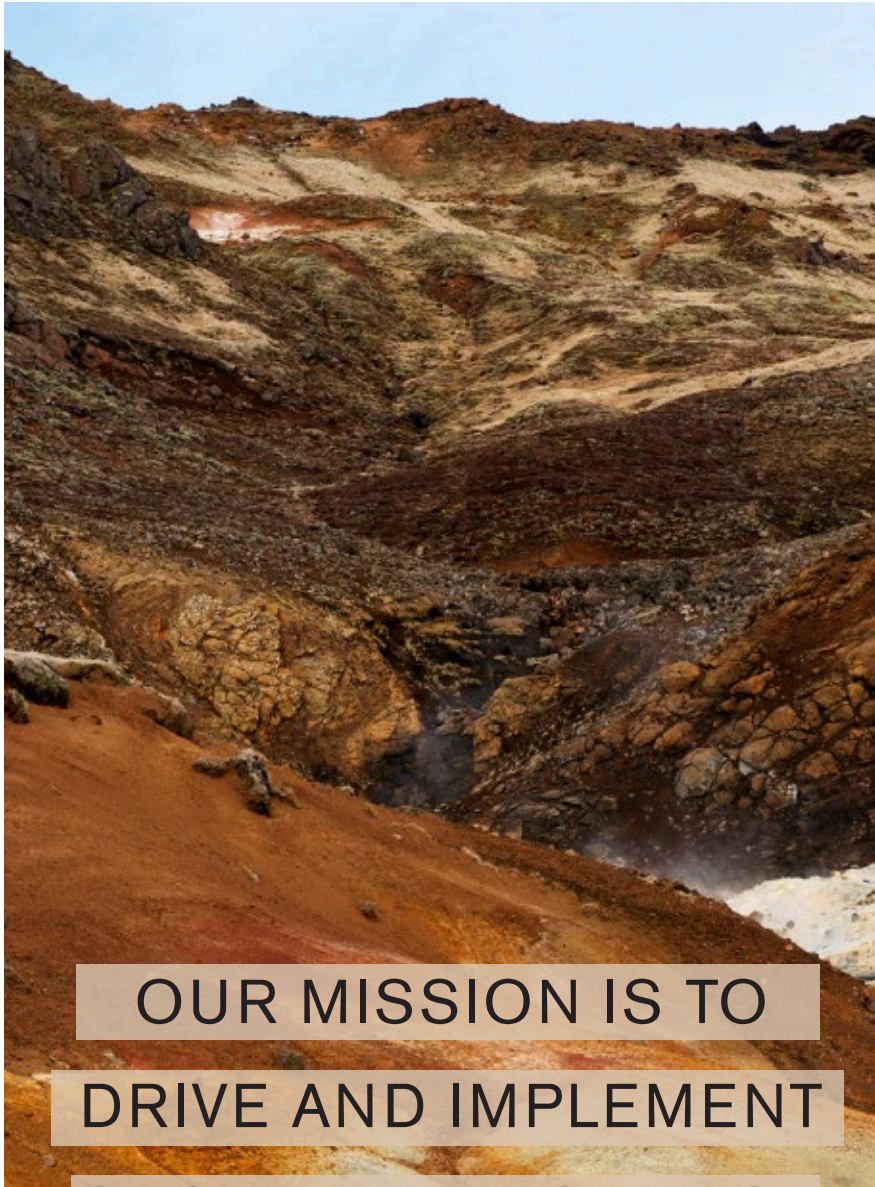
WORLDWIDE

Each year, 8 billion pairs of tights are produced, worn once and then discarded. This makes hosiery women's biggest wear-and-tear clothing item.

We believe that the highest form of sustainability is longevity. Swedish Stockings' mission has since the beginning been to drive and implement change in the entire fashion industry by showing others that you can produce sustainably, without sacrificing great quality and design. Our tights are produced from recycled materials and natural fibres from chosen suppliers in Italy. This ensures an unrivaled level in both quality and expertise.

We constantly strive to find new and innovative materials and sustainable production methods. Currently, our collection consists of more than 80% recycled materials. And aside from the materials used, our factories in Italy only use responsible production processes and renewable resources. Through our recycling program we collect old, discarded tights and turn them in to designer tables. The life span of the tables then adds a considerable number of years to the total life cycle of the hosiery.

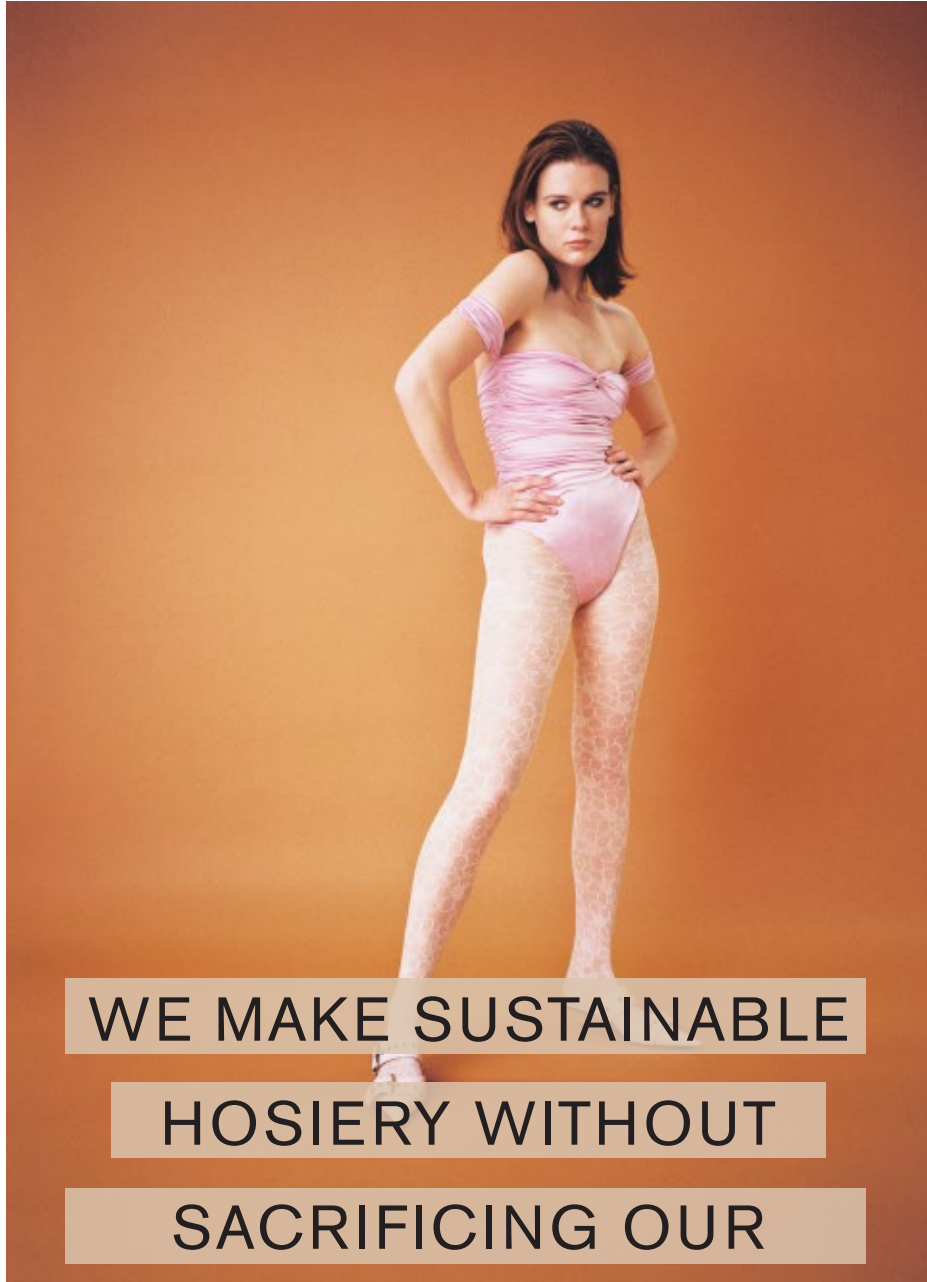




OUR MISSION IS TO
DRIVE AND IMPLEMENT
SUSTAINABLE CHANGE
IN THE FASHION INDUSTRY

This is a big undertaking. And it's only possible through constantly striving to be at the forefront, finding new and innovative ways to lead the way forward and acting role model on all levels.

It is about adopting a sustainable behaviour, changing old, comfortable ways. It is about challenging the norm, never settling for second best.



WE MAKE SUSTAINABLE
HOSIERY WITHOUT
SACRIFICING OUR

KEY VALUES

DESIGN

We are style conscious and only follow macro trends. Our expression is modern Scandinavian. Feminine with a classic base, ensuring longevity from all perspectives.

QUALITY

We work with high quality materials, ensuring durable products with great fit.

RESPONSIBILITY

We take responsibility for our actions, providing transparency throughout the production chain all the way to the end consumer.

INNOVATION

We constantly strive for finding innovative new ways on our quest to be the most sustainable hosiery brand in the world. All with the same objective – less impact on our planet.

OUR DIFFERENTIATION

The First

Swedish Stockings was the first brand on the market offering only sustainable hosiery, made from recycled materials.

86% recycled fibres

Across our product range, our styles average 86% recycled fibres content.

Designed in Sweden, made in Italy

We are proud to say that our production facilities in Italy, only use energy from renewable resources.

Recycling Club

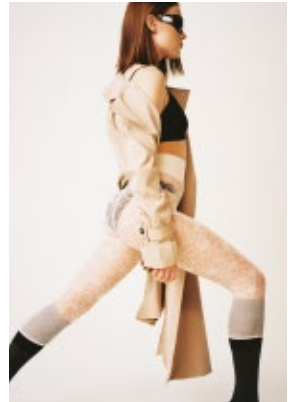
Our Recycling Club has been up and running since 2016, receiving old tights from all over the world, recycling them in to new products.

Innovations by Swedish Stockings

Our continued search for new and innovative materials and solutions sets us apart from our competition.

Worldwide availability

Swedish Stockings is available from Tokyo to LA, from Sydney to London. Our styles contains on average 88% recycled fibres.



SUSTAINABLE FASHION
DOES NOT MEAN
BORING FASHION

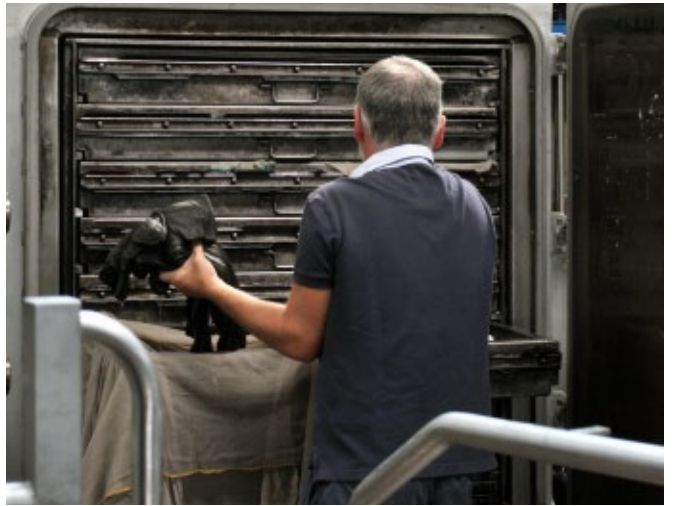
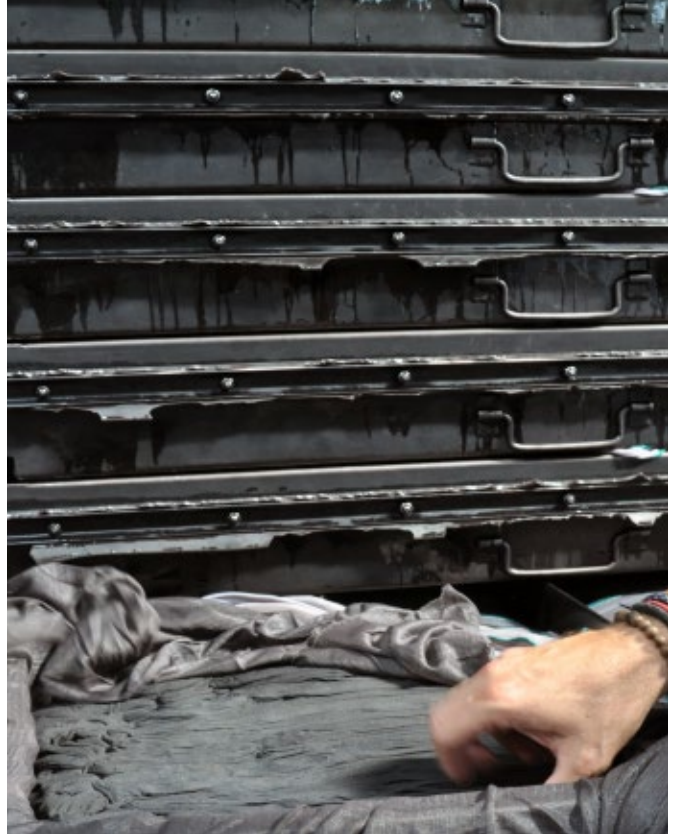
OUR FACTORIES

We have fair and reliable long-term business relationships based on mutual trust. Our suppliers and other business partners play an important role in realising our goals and aspirations, and they are expected to live up to the same social and environmental standards as Swedish Stockings adhere to.

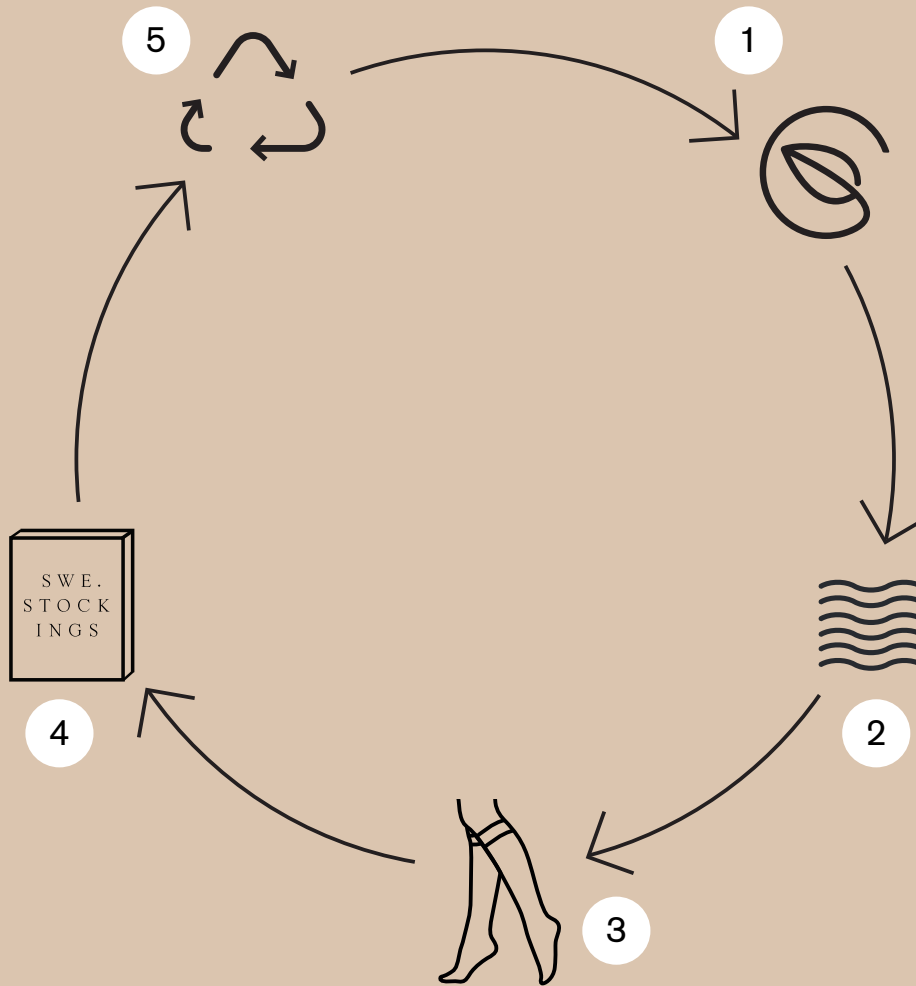
Our factories only use energy from renewable resources, such as wind or solar. Most of them have their own solar panels, and produce between 35-80% of their own energy. The remaining energy is derived from renewable certified third party.

Our dyeing facility use equipment resulting in a 20% less energy consumption as well as re-using 50% of the water, whilst the remaining 50% is purified in a specifically designed pool system, leaving it fit to use again after one week.

Apart from this, the factories pay close attention ensuring to avoid overproduction, any leftover yarns are used to produce samples. They collaborate with specialised companies to ensure that all paper and plastic is purposely recycled.



THE LIFECYCLE



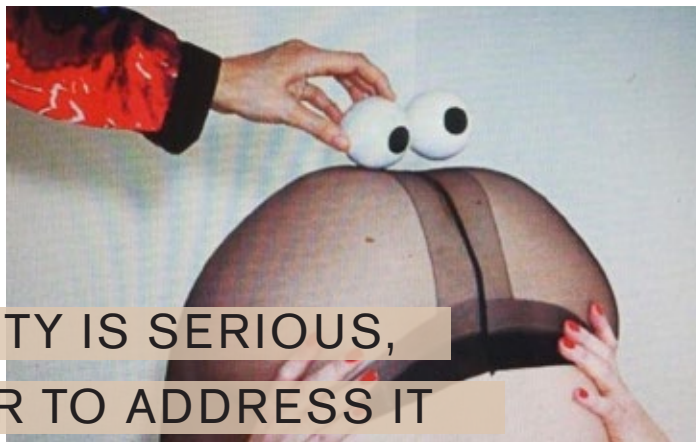
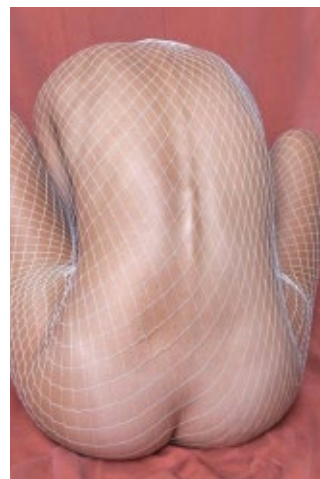
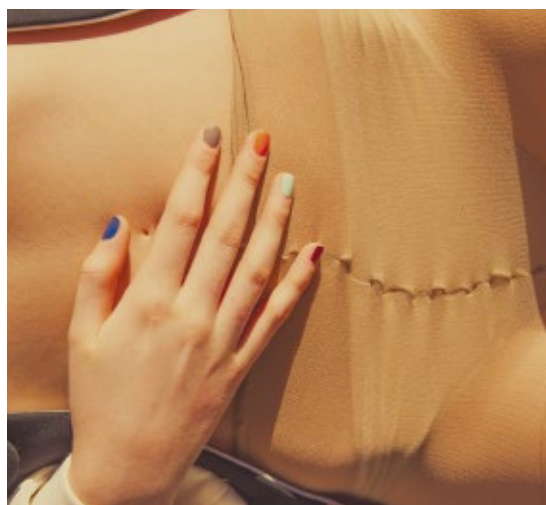
1.
We produce from sustainable materials and natural fibers.

2.
Responsible production process using renewable resources.

3.
We only use high quality materials, ensuring high quality products.

4.
Using certified cardboard, our packaging is minimal and sustainable.

5.
Through our Recycling Program, we make furniture from your old discarded tights.



SUSTAINABILITY IS SERIOUS,
BUT WE PREFER TO ADDRESS IT
WITH A TWINKLE IN THE EYE

THE RECYCLING CLUB

To help clean up the hosiery industry and provide a better alternative to modern pantyhose we started Swedish Stockings Recycling Club in 2016.

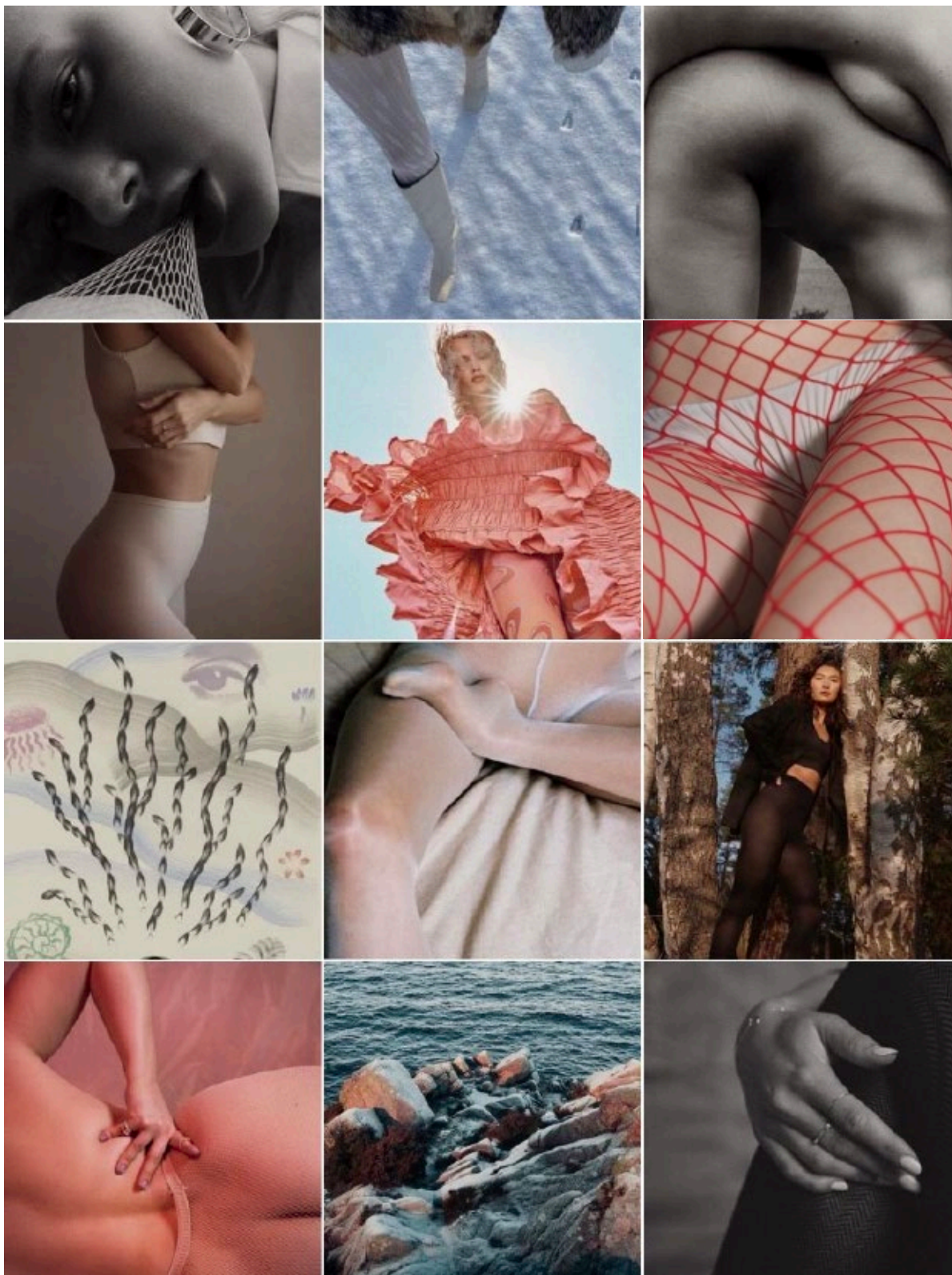
With the ambition to divert stockings from ending up in a landfill, anyone can send us their worn, torn or used tights and we will grind them down and add them as filler material together with recycled fibreglass.

The new, up-cycled material is then used to make tanks for use as oil and grease traps in the commercial industry. Glamorous? No. Sustainable? Yes! 2020 we also launched a series of tables made from the same material, using the same technique.

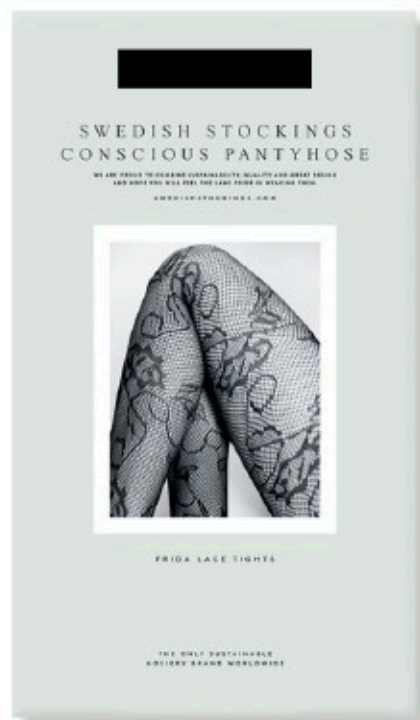
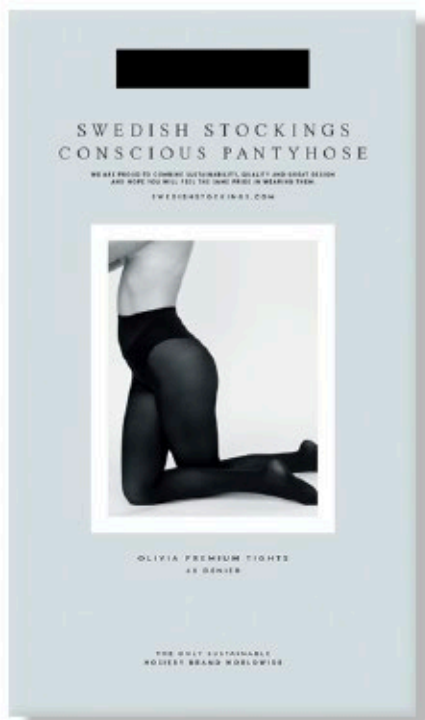
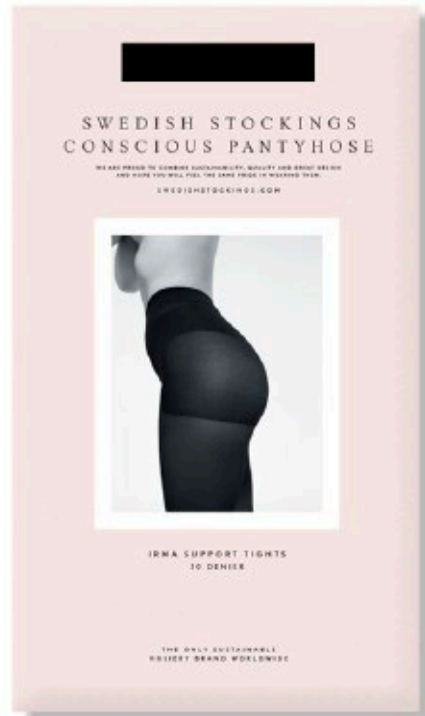
We estimate that we have recycled thousands of pantyhose since inception, and our goal is to completely close the loop in our production, to be able to fully regenerate old pantyhose into new ones, when the technology exists.



OUR COMMUNICATION



OUR PACKAGING



VOICES

"Swedish Stockings's hosiery is made with recycled yarn and natural fibers, and the brand's factories use sustainable practices like eco-friendly dyes, post-dyeing water treatments, and solar power. From a fashion perspective, the stockings look elegant, too"

VOGUE

"I was shocked and had no idea how harmful an effect making regular stockings had on the planet. They're such a fashion essential, that you reach for every day and so often have to throw away due to wear and tear."

DITTE REFFSTRUP — Creative Director at Ganni

"Swedish Stockings has the 'Feel Good and Do Good' as their fundamental vision and passion when building their brand."

JÖRGEN ANDERSSON — Creative Director at H&M

"It's always refreshing and encouraging to have the opportunity to partner with brands which share our ambition and long-term vision. Swedish Stockings' approach to circular fashion is inspiring, Linn and her team's curiosity and unique way of tackling sustainability is full of optimism for the future of fashion - making this collaboration effortless and filled with excitement for us at Rodebjer"

CARIN RODEBJER — Creative Director and founder at Rodebjer



A woman with dark hair is posing against a solid orange background. She is wearing a light pink, off-the-shoulder, strapless bodysuit with a gathered waist. Her stockings are white with a subtle, repeating pattern of small, overlapping circles. She is also wearing white, pointed-toe, high-heeled shoes with black laces. Her hands are on her hips, and she is looking towards the camera with a neutral expression.

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STOCKINGS

With the future in mind