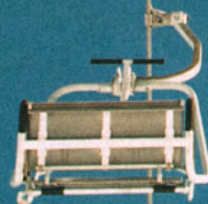


CLWR[®]
COLOUR WEAR

Brandbook



A person wearing a blue hooded jacket, dark shorts, and a backpack is hiking away from the camera on a rocky, moss-covered forest trail. The forest is dense with tall, thin trees and a thick canopy. The ground is covered in fallen leaves and moss.

EVERY DAY OUT DOOR

Colour Wear was born as a result of a love for outdoor creative sports such as snowboarding, skiing and skateboarding.

The vision was to create garments for these sports while still keeping the urban feel and fashion influences of Sweden alive in the clothing. Over time passions evolve, not only do the people behind Colour Wear find themselves on the mountain or in the snowpark, but they also run in the city, bike the trails in the forest behind the house, or swim in the ocean close by.

Their lifestyles are “Everyday Outdoor”, and as a result so is the clothing line created by CLWR. A functional, fashionable line which provides the wearer with garments which work in any weather in any location for any outdoor passion.

—CLWR is “*Everyday Outdoor*”



LIBERTY

Freedom, breaking the boundaries - that is liberty.

Design for riders who want to explore the mountains and the outdoors.
BUILT for the harshest conditions, yet with an unconstrained fit and
design which reflects your lifestyle.

Enjoy your freedom with liberty





FUSION

Blending fashion and function FUSION embodies the modern, clean and urban influenced look.

This is the result of the Colour Wear design team and family sitting together to create something unique - the future of outerwear and technical urbanwear



RIDE

Garments built to ride. Designed to meet the needs of riders who spend their winter on the hill and snowpark, as well as their summers cruising the skatepark or the streets.

It is where Colour Wear started and it's the roots of the company. Built and designed for day in day out riding whatever your needs.





URBAN

Blending Scandinavian heritage with modern lifestyle trends.

Urban is inspired by the Swedish fashion scene, taking influences from art, music and modern fashion.

Unique trims, daring prints and cutting edge silhouettes make the Urban line stand out in a market where everything else looks the same.



YOUTH

Colour Wear designs clothing for the future of our market. What is more future than the youth of today?

We take designs from the adult product lines and shrink them down to youth sizes and cuts, adding essential features which growing kids need for comfort and mobility. These pieces may be smaller in size but they pack just as much style as their grown up counterparts.





COLOUR WEAR

Founded in 2010 by 3 industry veterans from Sweden, the vision of Colour Wear was to create functional garments using raw fabrics combined with modern details and silhouettes.

Tailored to meet the demands of both the outdoors and innercity life. In other words, creating clothing for “Everyday Outdoor” lifestyles.

Colour Wear’s general design strategy is built on the great legacy of modern Scandinavian design. It is a design movement characterised by simplicity, minimalism and functionality.

Our definition of Scandinavian design is that well designed and functional products do not have to be expensive but should be affordable for everyone.



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