

ODEUR
AUTUMN/WINTER 2013
NOVEL NOSTALGIA

LOOKBOOK



STOCKHOLM, JANUARY 1, 2013

As the world in turmoil envelops us with uncertainty and melancholia, it can be valuable to shed all nostalgic sentiments. Brave, composed and pensive we can rise, bearing only those necessities required to prevail.

For their AW13 collection Odeur seeks to embrace novel expressions, aimed at pensive wearers, who defy their day-to-day empathically and without looking back.

NOVEL NOSTALGIA

For AW13 Odeur suggests a tall dark silhouette, stripped of nostalgic connotations, effortlessly clean, minimalistically controlled and sober. Their quest for elusive novel takes on classic wardrobe pieces, continues, with a wintry collection of sleek quality garments, that aim to envelop innovative bearers of both sexes.

The collection offers new takes on long wool coats, cardigans, hooded blazers and oversized shirts. Dark blacks, greys, off whites are contrasted only by subtly dashes of neonish yellow and muted turquoise. Mesh fabrics are introduced to the Odeur silhouette joining materials such as special jersey fabrics, soft cashmeres, lush wools blended with their trademark high tech materials, for a whiff of contrasted expressive shine, completing the Odeur AW13 look.

A BRIEF HISTORY OF ODEUR

Odeur was founded in Stockholm in 2006, as a brand experiment, using specific white, light and clean scents instead of a visual logotype, to brand the graphic and playfully dramatic quality garments. One of the first collections began with a range of lush t-shirts, sold directly overseas.

Today Odeur is designed by Petter Hollström and Gorjan Lauseger and has spread to over 20 countries, selling clothing, jeans, outerwear, footwear and accessories. From 2013, the newly conceived diffusion line ODR and the effortlessly clean quality accessory line ODEUR ARTEFACTS, have been added to the brands portfolio.

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13 01 1-1
SKEW T-SHIRT

Standard fit t-shirt in fine cotton with twisted side seams. Double stitched over shoulders. Concrete print.

FABRIC
100% Superlight Cotton

COLOUR
White

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 01 1-2
SKEW T-SHIRT

Standard fit t-shirt in fine cotton with twisted side seams. Double stitched over shoulders. Fade print.

FABRIC
100% Superlight Cotton

COLOUR
Neon

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 01 1-3
SKEW T-SHIRT

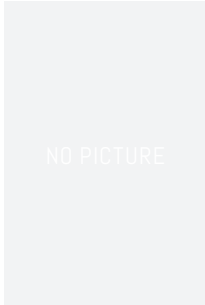
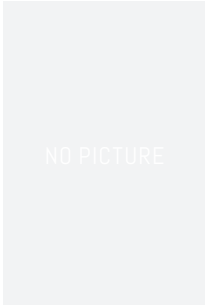
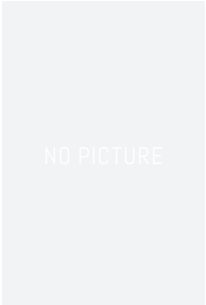
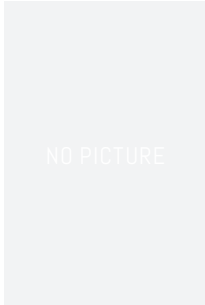
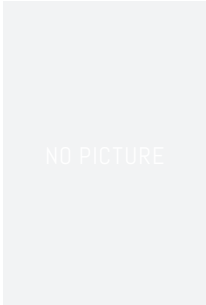
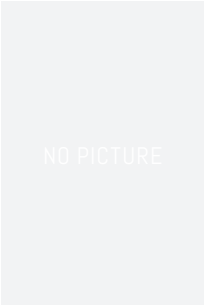
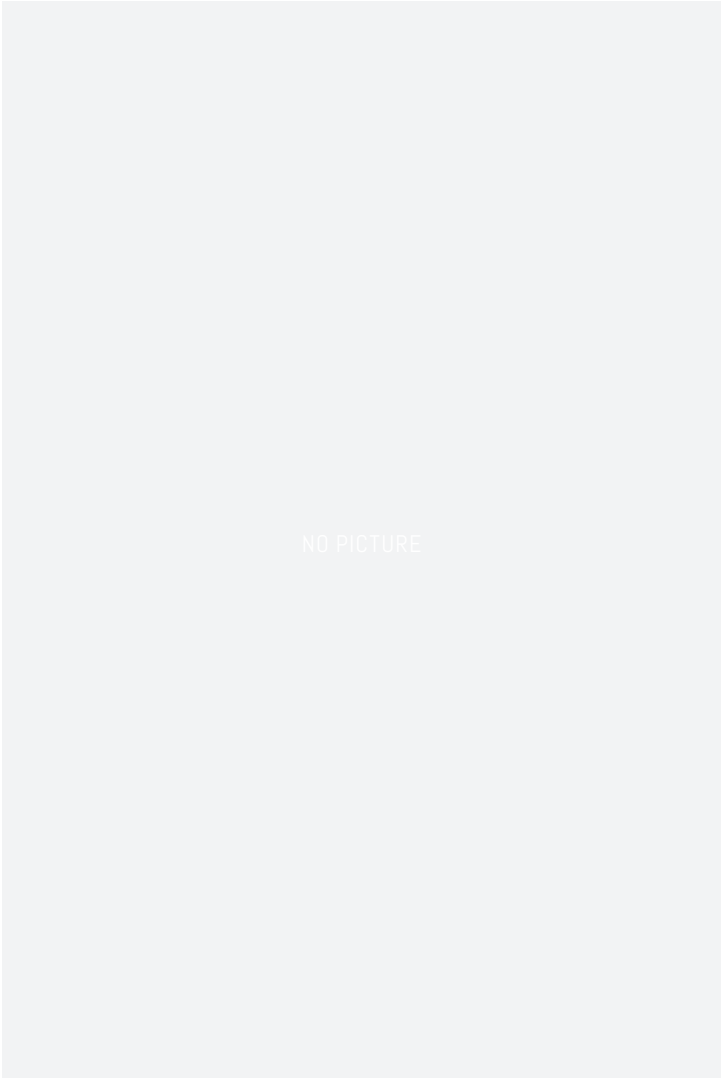
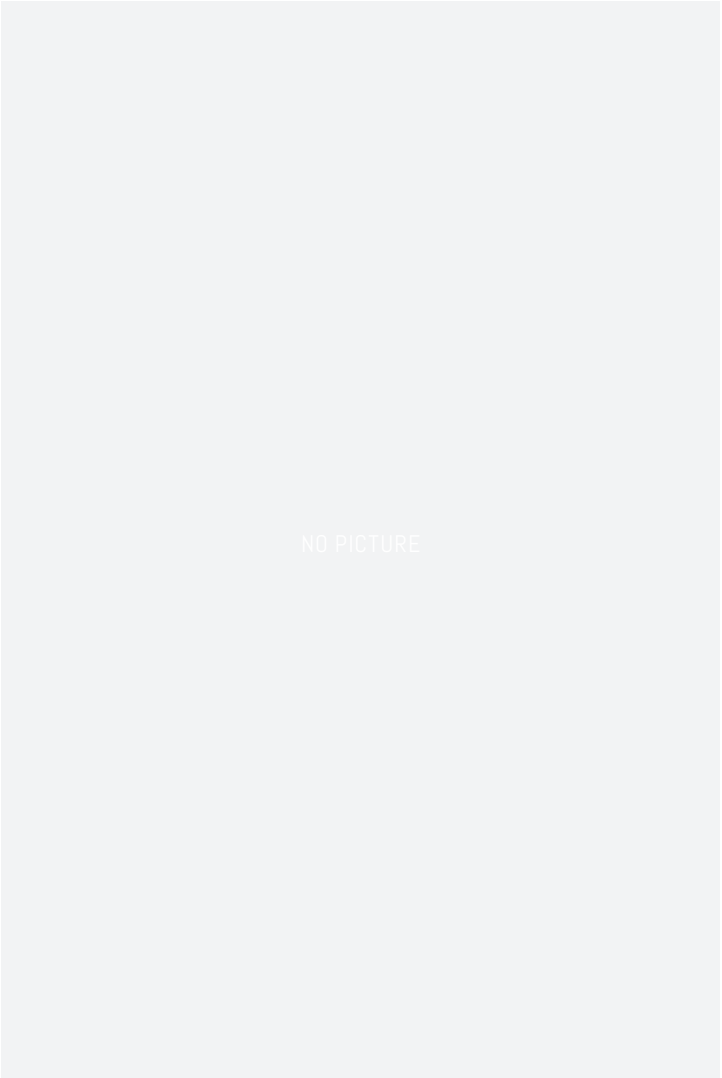
Standard fit t-shirt in fine cotton with twisted side seams. Double stitched over shoulders. Time print.

FABRIC
100% Superlight Cotton

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 02 1-1
UNCOMMON T-SHIRT

Standard fit wide t-shirt in fine cotton with twisted side seams. Rib stitched over chest. Shades print.

FABRIC
100% Superlight Cotton

COLOUR
White

- AVAILABLE SIZES
- Extra small
 - Small
 - Medium
 - Large



13 02 1-2

UNCOMMON T-SHIRT

Standard fit wide t-shirt in fine cotton with twisted side seams. Rib stitched over chest. This style is dyed by hand. Effect may differ a bit from piece to piece and makes every piece unique.

FABRIC

100% Superlight Cotton

COLOUR

Grey Shades

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 02 1-3

UNCOMMON T-SHIRT

Standard fit wide t-shirt in fine cotton with twisted side seams. Rib stitched over chest.

FABRIC

100% Superlight Cotton

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 03 1-1
LONG T-SHIRT

Long, narrow fit t-shirt in fine cotton with twisted side seams. Double stitched neck rib. Overlay print.

FABRIC
100% Superlight Cotton

COLOUR
Neon

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 03 1-2
LONG T-SHIRT

Long, narrow fit t-shirt in fine cotton with twisted side seams. Double stitched neck rib. N/A print.

FABRIC
100% Superlight Cotton

COLOUR
Dark Turquoise

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 03 1-3
LONG T-SHIRT

Long, narrow fit t-shirt in fine cotton with twisted side seams. Double stitched neck rib.

FABRIC
100% Superlight Cotton

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 04 1-1

DEFORMED L/S T-SHIRT

Long, narrow fit long-sleeved t-shirt in fine cotton with twisted side seams. Thumb holes in sleeves. Shape print.

FABRIC

100% Superlight Cotton

COLOUR

White

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 04 1-2

DEFORMED L/S T-SHIRT

Long, narrow fit long-sleeved t-shirt in fine cotton with twisted side seams. Thumb holes in sleeves. This style is dyed by hand. Effect may differ a bit from piece to piece and makes every piece unique.

FABRIC

100% Superlight Cotton

COLOUR

Grey Shades

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 04 1-3
DEFORMED L/S T-SHIRT

Long, narrow fit long-sleeved t-shirt in fine cotton with twisted side seams. Thumb holes in sleeves.

FABRIC
50% Cotton/50% Acrylic

COLOUR
Black Mesh

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 05 1-1

L/S TURTLE NECK

Long, narrow fit long-sleeved raglan cut t-shirt in fine cotton with twisted side seams. Double stitched seams. Thumb holes in sleeves.

FABRIC

100% Superlight Cotton

COLOUR

Dark Turquoise

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 05 1-2

L/S TURTLE NECK

Long, narrow fit long-sleeved raglan cut t-shirt in fine cotton with twisted side seams. Double stitched seams. Thumb holes in sleeves.

FABRIC

100% Superlight Cotton

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 06 1-1

L/S T-SHIRT HOOD

Standard fit long-sleeved raglan cut hooded t-shirt in fine cotton with twisted side seams. Double stitched seams. Thumb holes in sleeves.

FABRIC

100% Superlight Cotton

COLOUR

Dark Grey

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 06 1-2

L/S T-SHIRT HOOD

Standard fit long-sleeved raglan cut hooded t-shirt in fine cotton with twisted side seams. Double stitched seams. Thumb holes in sleeves.

FABRIC

100% Superlight Cotton

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 07 1-1
SKEW SWEAT

Standard fit sweatshirt in cotton with twisted side seams. Double stitched seams. Triangle print.

FABRIC
100% Cotton

COLOUR
Dark Turquoise

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 07 1-2
SKEW SWEAT

Standard fit sweatshirt in cotton with twisted side seams. Double stitched seams. This style is dyed by hand. Effect may differ a bit from piece to piece and makes every piece unique.

FABRIC
100% Cotton

COLOUR
Grey Shades

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 07 1-3
SKEW SWEAT

Standard fit sweatshirt in cotton with twisted side seams. Double stitched seams. Sleeves in polyester fabric.

FABRIC

100% Cotton & 100% Polyester

COLOUR

Black/Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 08 1-1
COVER HOODED SWEAT

Standard fit hooded sweatshirt in cotton with twisted side seams. Double stitched seams. Hood with press buttons. Reflective tape detail in back of neck.

FABRIC
100% Cotton

COLOUR
Dark Grey

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 08 1-2
COVER HOODED SWEAT

Standard fit hooded sweatshirt in cotton with twisted side seams. Double stitched seams. Hood with press buttons. Reflective tape detail in back of neck.

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 09 1-1
STRAP SLEEVELESS HOOD

Slightly oversized sleeveless hooded sweatshirt in cotton with open sides. Reflective tape stretching over back with buckles on both sides. Reflective tape with buckle in neck. This style is dyed by hand. Effect may differ a bit from piece to piece and makes every piece unique.

FABRIC
100% Cotton

COLOUR
Grey Shades

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 09 1-2

STRAP SLEEVELESS HOOD

Slightly oversized sleeveless hooded sweatshirt in cotton with open sides. Reflective tape stretching over back with buckles on both sides. Reflective tape with buckle in neck.

FABRIC

100% Cotton

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 10 1-1

COVER HOODED CARDIGAN

Standard fit hooded cardigan in cotton. Reflective tape with buckles over front. Thumb holes in sleeves. Reflective tape detail in back of neck.

FABRIC

100% Cotton

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 10 1-2

COVER HOODED CARDIGAN

Standard fit hooded cardigan in cotton.
Reflective tape with buckles over front.
Thumb holes in sleeves. Reflective tape
detail in back of neck.

FABRIC

50% Cotton/50% Acrylic

COLOUR

Black Mesh

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 11 1-1
SOFT ZIP SWEAT

Standard fit sweater in soft fleece quality.
Reflective tape binding. Skew in bottom.
Silver zipper in front. Thumb holes in
sleeves.

FABRIC
100% Polyester

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 12 1-1

SOFT ZIP SLEEVELESS HOOD

Slightly oversized sleeveless hood in soft fleece quality. Reflective tape binding. Skew in bottom. Silver zipper in front. Press buttons in front.

FABRIC

100% Polyester

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 13 1-1
SKEW KNIT

Standard fit knitted sweatshirt in soft cotton. Three dimensional knitting effect.

FABRIC
50% Cotton/50% Acrylic

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 13 1-2
SKEW KNIT

Standard fit knitted sweatshirt in soft cotton. Silver effect in fabric.

FABRIC

50% Cotton/40% Acrylic/10% Pes

COLOUR

Silver Dirt

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 13 1-3
SKEW KNIT

Standard fit knitted sweatshirt in soft viscose. Irregular knit.

FABRIC

57% Vi/20% Ra/10% Ac/10% Wo/3% Ea

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 14 1-1
TURTLE KNIT

Long, narrow fit knitted sweatshirt in soft cashmere mix. Turtle neck collar.

FABRIC

55% Cc/20% Vi/20% Pa/5% Cashmere

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 15 1-1
KNIT CARDIGAN

Long, narrow fit knitted cardigan in soft cashmere mix. Reflective tape with buckles on front.

FABRIC

55% Cc/20% Vi/20% Pa/5% Cashmere

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 16 1-1
NOVEL KNIT

Standard fit knitted sweatshirt in soft cotton. Heavy cable knit over sleeves.

FABRIC
50% Cotton/50% Acrylic

COLOUR
Dark Grey

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 17 1-1
HIDE SHIRT

Standard fit shirt in sheer cotton. Double layer over chest in which collar can be tucked. Hidden buttons in front with exception of one button.

FABRIC
100% Cotton

COLOUR
Mud

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 17 1-2
HIDE SHIRT

Standard fit shirt in sheer cotton. Double layer over chest in which collar can be tucked. Hidden buttons in front with exception of one button.

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 18 1-1
COVER SHIRT

Standard fit shirt in sheer cotton. Double layer over chest and back with buttons over right shoulder. Hidden buttons in front with exception of one button.

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 19 1-1

VAST SHIRT

Oversized shirt in cotton and wool mix.
Double layer detail over front and back.

FABRIC

56% Co/31% Wo/10% Pa/3% Ea

COLOUR

Light Grey

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 20 1-1
BLIND BLAZER

Standard fit blazer in soft and light wool quality. One button in front and one under front lapel. Odeur signature shape in neck.

FABRIC
100% Wool

COLOUR
Dark Grey

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 20 1-2
BLIND BLAZER

Standard fit blazer in soft and light wool quality. One button in front and one under front lapel. Odeur signature shape in neck.

FABRIC

56% Co/31% Wo/10% Pa/3% Ea

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 21 1-1
HOODED BLAZER

Slightly oversized hooded blazer in soft cotton. Assymetric cut in front with buttons. Belt in reflective tape visible on back with buckle in front.

FABRIC
100% Cotton

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 22 1-1
COVER COAT

Standard fit coat in virgin wool. Reflective tape detail with press buttons under collar. Assymetric fabric part in front with button. Silver zipper in front.

FABRIC

78% Virgin Wool/22% Polyester

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 22 1-2
COVER COAT

Standard fit coat in wool. Reflective tape detail with press buttons under collar. Assymetric fabric part in front with button. Silver zipper in front and on sleeves. Pockets over back and upper left sleeve with silver zipper.

FABRIC
100% Wool

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 23 1-1
SINGULAR COAT

Standard fit short coat in wool. Assymetric cut part in front with press buttons and silver zipper. Silver zipper pocket in front and silver zippers on sleeves.

FABRIC
75% Wool/25% Polyester

COLOUR
Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 24 1-1
DAWN JACKET

Slightly oversized quilted jacket. Upper part in shiny and lower part in matte fabric. Silver zipper pockets in front and silver zipper in front. High collar.

FABRIC
100% Polyester & 100% Polyester

COLOUR
Black/Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large



13 25 1-1
DAWN WAISTCOAT

Slightly oversized quilted waistcoat. Upper part in shiny and lower part in matte fabric. Silver zipper pockets in front and press buttons in front. High wrap collar.

FABRIC
100% Polyester & 100% Polyester

COLOUR
Black/Black

AVAILABLE SIZES
– Extra small
– Small
– Medium
– Large





13 26 1-1

HEAVY BOMBER JACKET

Slightly oversized bomber jacket. Body fabric in quilted fabric and sleeves in plain shiny fabric. Silver zipper pocket in front and on both sleeves. Silver zipper in front.

FABRIC

100% Polyester & 100% Polyester

COLOUR

Black/Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 26 1-2

HEAVY BOMBER JACKET

Slightly oversized bomber jacket in plain shiny fabric. Silver zipper pocket in front and on both sleeves. Silver zipper in front.

FABRIC

100% Polyester

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 27 1-1

RAIN COAT

Slightly oversized hooded rain jacket in structured shiny fabric. Silver zipper in front. Double layer on upper back. Reflective tape with buckles over chest in front.

FABRIC

100% Polyester

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 28 1-1

BASIC JEANS

Standard fit, five pocket jeans with slightly dropped crotch. Silver fly zipper in front. Fold detail on back pockets. Seam details on sides.

FABRIC

98% Cotton/2% Ea

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 29 1-1
QUILT JEANS

Dropped crotch fit, five pocket jeans with quilted details over lower part. Silver fly zipper in front and on back pockets.

FABRIC

98% Cotton/2% Ea

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 30 1-1

DROP SWEAT PANTS

Dropped crotch and loose fit sweat pants with elasticated reflective tape and buckle in waist.

FABRIC

100% Cotton

COLOUR

Dark Grey

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 30 1-2

DROP WOVEN PANTS

Dropped crotch and loose fit woven pants with elasticated reflective tape and buckle in waist.

FABRIC

100% Cotton

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 31 1-1
ICON TIGHTS

Tight fitted sweatpants with slightly dropped crotch in cotton and shiny polyester. Elasticated waistband.

FABRIC

100% Cotton & 92% Polyester/8% Ea

COLOUR

Black/Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 32 1-1

BLIND PANTS

Normal fit formal pants with slightly dropped crotch in soft and light wool. Silver fly zipper. Pockets in seams back.

FABRIC

100% Wool

COLOUR

Dark Grey

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large





13 32 1-2
BLIND PANTS

Normal fit formal pants with slightly dropped crotch in soft cotton and wool mix. Silver fly zipper. Silver zipper pockets in seams back.

FABRIC

56% Co/31% Wo/10% Pa/3% Ea

COLOUR

Black

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



13 33 1-1

SHORTS PANTS

Loose fit pants with dropped crotch in cotton and wool mix. Upper shorts part in woven fabric and lower leg part in jersey fabric. Elasticated waistband with adjustable cord.

FABRIC

56% Ct/31% Wo/10% Pa/3% Ea & 100%Co

COLOUR

Black/Dark Grey

AVAILABLE SIZES

- Extra small
- Small
- Medium
- Large



LOOKBOOK CREDITS
ODEUR AUTUMN/WINTER 2013
NOVEL NOSTALGIA

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