

I dig denim®

Lookbook S/S 2012

A close-up photograph of a blue denim pocket. A circular metal button is attached to the pocket, featuring the text "I DIG DENIM" repeated twice around its perimeter. The denim fabric shows characteristic stitching and texture.

I Dig Denim. Jeanswear for young fashionistas. Founded in Gothenburg, the city of jeans. Designed by Hanna Clavegård. Sold throughout selected stores around Sweden and Europe.



Dehli



Dante V-neck



Soho Chinos



Trenton Shirt, Soho Shorts





Dehli



Milano T-shirt, Savannah Shorts



Dila T-shirt, Madison Zip (Maja)



Dante V-neck, Soho Shorts (Knut)



Dante V-neck, Soho Shorts



"the material never stops to fascinate me; the raw crisp denim ... the way you can alter and shape it into almost anything you want, all the possibilities it gives me as a designer. Most of all, I want to share that special feeling when a pair of jeans fits and feels right. That feeling alone is what I Dig Denim really is all about."

I Dig Denim is Hanna Clavegårds own jeans brand. Although unquestionably stylish, her jeans are not primarily made for the looks. They're made to be worn and torn. - Children live the way they do. Therefore, the jeans that we make has to be strong and durable, yet feel soft and comfortable. Every collection is the crowning, the final outcome after months of hard work. Hanna tries out and approves various shapes and washes, bouncing ideas back and forth until everything meets her expectations. - I'm something of a fanatic when it comes to details. I go for perfection, all the way down to the last button". The colours resemble the rugged Swedish coastline: Salty blue, white bleached and black. Sea and granite. Colours that will fade and change with wearing, only to get better with time. - This collection marks a milestone for us. I'm really proud of what we have accomplished so far.

Style guide, denim



Madison Zip



Denver Light



Soho Chinos



Alabama Slim



Dehli



Soho Chinos Shorts



Savannah Shorts



Peoria Jacket



Trenton Shirt

Style guide, t-shirt, girl



Dila Singlet
(white, grey, old pink)



Dila T-shirt
(white, grey, old pink)



Lima Tie Top



Indiana



Milano



Salma Vest

Style guide, t-shirt, boy



Dante V-neck



Dante V-neck



Dante Singlet



Dante Chestpocket



Dante Chestpocket



Dante Granpa

style guide, woman



Madison Zip



Sorrento Chinos



Dila T-shirt



Dila T-shirt



Dila T-shirt



Dila Singlet



Dila Singlet



Dila Singlet



Indiana



Milano

fit guide, denim



Dehli



Denver Light



Soho Chinos



Soho Chinos



Alabama Slim



Alabama Slim



Savannah Shorts



Savannah Shorts

Contact
I Dig Denim
Gamla Flygplatsvägen 18-22
SE-423 37 Torslanda
+46-31-924070, +46-703-922400
hanna.clavegard@idigdenim.se
www.idigdenim.se

Photo: Jeanette Sandström. Make up: Ellason. Make up: Maya Hammarström. AD: Anders Avehall. Copy: Fredric Linderoth. Production: Embryo Göteborg. Print: Billos.