



DIDRIKSONS UPDATES ITS LOGOTYPE

The Swedish jacket brand Didriksons, with its roots in the small fishing village Grundsund on the west coast of Sweden, updates its logotype. This is a new step towards strengthening their identity as a leading brand within the jacket category.

Didriksons' new logo is inspired by their hero: the jacket. By highlighting angles found in the jacket's profile a letter D, as in Didriksons, is created. By pointing forward, the symbol is expressing Didriksons' ability to innovate and its constant ambition to develop. The logo consists of three parts that each represent one of the company's core values: Craftsmanship, Innovation and Responsibility.

Already, the symbol can be seen on a handful of selected pieces in the spring/summer 2021 collection, and it will be used on the entire autumn collection.

- With our new logo, and further brand building activities that we will launch later this year, we are taking another step towards positioning us as "The Swedish Jacket Brand", says Fredrik Öhlund, CMO at Didriksons.

The updated logo is a part of Didriksons' work to refine its visual brand expression. It is one of several important pieces within the new brand platform that Didriksons has developed together with the communication agency The Bond. Didriksons' new logotype will be used in the brand's physical and digital channels starting the 10th of May this year.

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Didriksons was founded in 1913 by Julius and Hanna Didrikson with the vision to keep fishermen dry and warm. Over a century later, the company is one of Scandinavia's leading brands for jackets and makes garments for the whole family. Didriksons is present in 22 countries with a third of the sales being online. The company is owned by Adelis Equity and has their head office in Borås, the Swedish city of textiles.