

EXPERIENCE MORE OUTSIDE

DIDRIKSONS SPRING / SUMMER 2021

Looking back, we have always been in step with the times. 108 years ago, we kept families together by protecting fishermen from the cold, harsh conditions at sea. Times have changed, and today we are faced with new challenges. We are forced to do things differently. It reminds us that our belief in the value of being outside is stronger than ever before. In these times we are the jacket brand that, when possible, lets people come together outside, enjoy the fresh air, feel great and good-looking, and stay out longer. This is what the Spring/Summer 2021 collection is all about. During the spring of 2021, we will celebrate a life outdoors in great company. And you are all invited, see you outside.



Embla Checked
Women's Coat



Estrid Women's Jacket 2



Leone Women's Coat



Tora Women's Jacket



Vilmer Men's Anorak



Valdemar Men's Jacket

Visit [didriksons.com](https://www.didriksons.com) to explore the current collection and follow [@didriksons](https://www.instagram.com/didriksons) for news and inspiration.

CONTACT

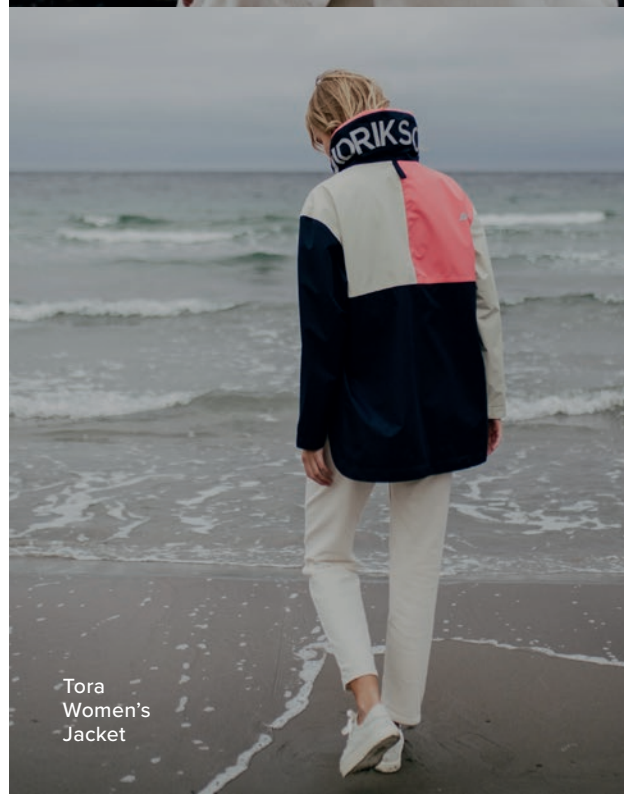
For press loans, high-res pictures or further information, please contact Sara Winter, manager at Skobranschrådet: sara@skobranschradet.se, +46 730 72 16 41

DIDRIKSONS

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 over 19 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.



Leone
Women's
Coat



Tora
Women's
Jacket