

Sätila Lifestyle – taking up more space on the fashion racks

Lifestyle is part of Sätila of Sweden's assortment of hats and accessories for fashion-conscious consumers. For the coming season, the collection features an increase its number of fashionable designs. Some of these styles are from a new assortment of premium products made from exclusive materials such as cashmere, mohair and alpaca.

For the 2018/2019 season, Sätila offers a new Lifestyle collection boasting many new designs in lovely materials and trendy colors. Sustainability was an important starting point for creating the collection, with an important development parameter being an increase in the number of sustainable materials used in the products. This year's collection uses a new material, a blend of wool, polyamide, viscose and cashmere, of which 90 percent is recycled.

Many new products

One of this year's new products is MOLLY. This trendy piece has a high cuff inspired by the beautiful northern parts of Sweden and tones inspired by the northern lights. The light, airy material is a blend of acrylic, mohair and polyamide. Other designs inspired by the northern lights are GEILO and BRÄNNA, made of soft lambs wool and in colors that bring nature to mind.

Other interesting products from the Lifestyle collection are the DAL, RÅDA and KULLA hats and the RÅDAL scarf, which come in earthy tones. They are all made of materials produced with sustainability in mind and consist of a 90 percent blend of recycled wool, polyamide, viscose and cashmere.

Sätila also offers new lambs wool designs such as MYRA, with a fur-imitation pom, and the HAGA cap sporting a small pom. Both designs have quickly become pre-season favorites and come in muted pastels such as *dusty green*, *soft beige*, and *lt pink*, as well as darker colors such as *vintage red* and *beige*, colors that will be of importance in 2018/2019.

New premium collection

One of the biggest announcements for the coming season is the introduction of a brand-new series of premium products made from exclusive materials such as cashmere, mohair and alpaca, which will be delivered in new, attractive packaging. The products have been named after towns in the area around Sätila in honor of the company's origins.

"We are looking forward to launching our new, exciting collection with many new and trendy products and can proudly state this year that over 50 percent of our total collection is produced from sustainable materials with a focus on either the environment, animals or a combination of both," says Sara Nevander, CEO of Sätila of Sweden.

For more information, please contact:

Sätila of Sweden AB

Sara Nevander, CEO
Tel: +46 (0)70 642 56 20
Email: sara@satila.com

Sätila of Sweden – knitted in Sweden since 1896

Sätila of Sweden is a leading company in the design, development and production of hats and knitted fashion accessories. Sätila's offer builds on Nordic tradition, genuine craftsmanship, a passion for hats, an environmental approach, social responsibility and a desire to live an active life. www.satila.com