

Sätila Lifestyle – lots of exciting new products

Lifestyle is Sätila of Sweden's largest product segment and features knitted hats and accessories that target fashion-conscious consumers. For the coming season, the collection has been expanded and more than 50 percent of its styles are new. Some of these styles are from a new series of premium products that are made from exclusive materials such as cashmere, mohair and alpaca.

For the 2017/2018 season, Sätila of Sweden has increased its Lifestyle collection by more than 50 percent. Sätila's Lifestyle products are designed and knitted in Sweden, and a large part of the development work revolves around finding the right material for optimal feel and expression. One important parameter in the development of new products is also increasing the percentage of sustainable materials in the products.

The new ALLAN hat is Sätila's first product to be made with recycled wool. ALLAN is knitted using recycled materials that consist of 60 percent wool, 35 percent polyamide and 5 percent acrylic. It comes in one light and one dark shade of gray. The hat offers excellent warmth in an attractive design and a thin lining of organic cotton has been added for improved comfort.

New premium products

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. The products have been named after towns in the area around Sätila in honor of the company's origins.

One of the new hats has been named GREBBESHULT after the town where Sätila was founded 120 years ago, and where it is still active today. The hat is made from a 50/50 blend of mulesing-free merino wool and recycled polyester – sustainability and excellent quality in a unique combination. The new premium segment also includes the VILG hat. This hat is made from a 75/25 blend of alpaca and polyamide and is totally untreated, which means that it has the wool's original color and features. Fashion cannot be more natural than this.

For more information, please contact:

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Sätila of Sweden – knitted in Sweden since 1896

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