



FUB

Autumn / Winter  
2023



## FUB AW23

The overall look this season is dominated by darker shades, soft lambswool and playful mélanges.

The collection features classic rib structures on skirts, tops and pants and archetypal striped items in dark navy and ecru, knitted in different weights and structures. Among the seasonal highlights are a multicolored skirt and top with a playful pattern and bold color combination, a full mélange rib set and chunky but light lambswool sweaters and cardigans. We have played with contrast color edges, a mix of merino and lambswool, and two-toned mélanges. The shapes are a balanced mix of oversized sweaters with various rib structures, slim fitted rib tops, soft merino layering pieces and contemporary sweaters in classic fisherman rib. The details to highlight are contrast color edges, pointelle details, decorative necklines and rolling edges.







## COLORS AND MATERIALS

The colors range from a vibrant ink blue to bright red, deep teal, and light soft pastels in green and blue tones. The seasonal pops are mixed with our classics; ecru, black, and dark navy and complimented with warm natural beige mélanges, chocolate brown and amber.

The basic quality for the winter collection is pure merino wool, mulesing free, OEKOTEX- and Bluesign certified. The merino wool is accompanied by lambswool and Raw Wool, which is a new quality

In raw wool we have designed three basic styles in different structures only available in two classic colors: black and natural beige mélange.







## ABOUT FUB

We design timeless knitwear for people who care – about our planet and about quality. Knitwear we hope you will appreciate and use for many seasons. That is why we strive to combine classic with contemporary in a modern look allowing selected styles to be long term members of our collections. Every item is carefully created and produced with a demanding regard for details and craftsmanship ensuring a durable quality. This way we stay true to the original FUB design where the understated look is closely linked to high-quality materials and perfect fit. Purely made of GOTS certified organic cotton and OEKO-TEX certified wool. All buttons are made from a natural material and are 100% biodegradable.







## CONTACT

For more information about dealers or the collection please contact us at [sales@fub.dk](mailto:sales@fub.dk)  
Visit us at [www.fub.dk](http://www.fub.dk) or follow us at [@fubkids](https://www.instagram.com/fubkids) and [@fubwoman](https://www.instagram.com/fubwoman)