

# ABOUT SVØRN

## Design Extraordinaire

**SVØRN** is a Swedish design house with a passion for metals, shapes, and form.

Instead of sketching, we sculpt, approaching our ideas by working in all 3 dimensions, turning design into a pursuit to find the most balanced, perfect form for a fashion accessory. Our obsession for proportions, shapes, and forms goes hand in hand with our perception of what a sophisticated and elegant aesthetic should look like.

We tend to favor the color black, which, by definition, is not a color but a void of it, serving as a completely neutral basis and becoming an ideal platform for sculptural shaping, though in our 2017 collection we've also explored more luxurious versions of our designs, plating them with a modern 14K golden shade which we aptly call *Arctic Gold*.

All **SVØRN** objects of the 2017 collection have been made in colors that reflect their surroundings and accentuate the design's curves. The reason we do that is because we are applying a design discipline called "*surface continuity*." To put it simply, *surface continuity* is how a product looks when the light reflects on it, and then you make the necessary changes on the design by adding new curves or removing existing ones in order to make the product look as beautiful and luxurious as possible when you see it in the real world. Surface continuity is one of the most difficult design principles to master and it has been used constantly by companies like *Apple* and *Lamborghini*.

Another component that can be found in some of the **SVØRN** objects is archetypal or "tribal" elements and shapes (like an eye or a fang) that have been "hardwired" in the brain over the course of human evolution. From form and function to the name of an object, archetypes tend to influence the way our design communicates with our customers, substituting on-the-nose language (like cheesy taglines printed on t-shirts and bags) with archetypal shapes that strike a chord in the human unconscious.

Dark, edgy and modern, **SVØRN** has a techno-street feel influenced by the art of sculpting, resulting in objects with a refined street feel, that appeal to the modern urbanite.

## Gift

Because of the accessible price, the beautiful packaging and the utility some of our products provide, they have been a great choice for many people looking to buy a gift for their loved ones, whether it's a brother, boyfriend, husband or their father.

**SVØRN**  
EXTRAORDINARY OBJECTS

# ARCUS CARABINER

## *An extraordinary take on an ordinary object*

A defining piece of art and function, the *Arcus* carabiner blends the ferocity of sharp edges with smooth body lines.

Crafted from Zinc alloy, the carabiner is light as a feather and won't add unnecessary weight to your everyday carrying load, while its carefully selected size will prevent from having an uncomfortable and bulky pants pocket when carried.

The carabiner is finished in a captivating black nickel color called *Chrome Noir* or a 14-karat light gold color called *Arctic Gold* that reflect the surroundings of the environment elevating the shapes and curves of the carabiner. The color is protected against scratches through a thin-film coating applied through an environmentally friendly process called *Physical Vapor Deposition* (PVD), making the *Arcus* carabiner keychain a small piece of sophistication in your hand.

Although the Arcus carabiner tends to appeal more to men, we believe that the recent addition of the golden version will make it a perfect choice for women who are looking to buy a beautiful and stylish keychain or are looking to elevate their ski or snowboard style.

### **Recommendation for buyers:**

#### **Luxury Streetwear**

The Arcus carabiner makes for a perfect accessory for customers that are interested in luxury streetwear and it pairs well with the trend of backpacks, seeing people using the carabiner to hang their baseball caps or their water bottles from their bags.

#### **Athleisure**

The Arcus carabiner is a perfect accessory for customers, men and women, that are into athleisure, winter sports and an overall active lifestyle. We were happy to see the Arcus carabiner used by the famous stylist Giovanna Battaglia Engelbert in an editorial photo shoot she created in St. Moritz, Switzerland for VOGUE Japan August '17 issue, which showcased winter luxury athleisure fashion with pieces from Givenchy and Rihanna's Fenty and used the Arcus carabiner as a perfect small detail, putting the final touch to the looks.

- Coming in a beautiful box.
- Light in weight and perfect in size, it will not feel uncomfortable when carried inside the pocket of your jeans.
- **Composition:** Zinc alloy, *Chrome Noir* (Black Nickel) or *Arctic Gold* (14K Gold finish)
- Physical Vapor Deposition Finish Protection
- One split ring included
- **DO NOT USE FOR CLIMBING** - This product is designed for carrying keys
- Made in China

**Wholesale Price:** 18.00€ EUR





# FENRIR PENDANT

## *A primal symbol. An avant-garde execution.*

*Fenrir* is SVØRN's take on one of the most primal shapes known to mankind, a predator's fang.

To avoid making yet another predictable and unexciting version of it like most fangs we've seen created so far, we applied unique sculptural qualities which we accentuated by selecting a size that is commanding, but keeps the pendant elegant.

*Fenrir's* premium essence is completed by its luxurious *Chrome Noir* or *Arctic Gold* finish, giving the pendant a unique and luxurious style. To protect these intriguing colors from the hardships of everyday use we applied an environmentally-friendly process called *Physical Vapor Deposition*, the same process used in the watchmaking industry, adding superior robustness and durability to the finish and composition.

The result is an avant-garde accessory that elicits feelings of power, mysticism, and opulence.

### **Recommendation for buyers:**

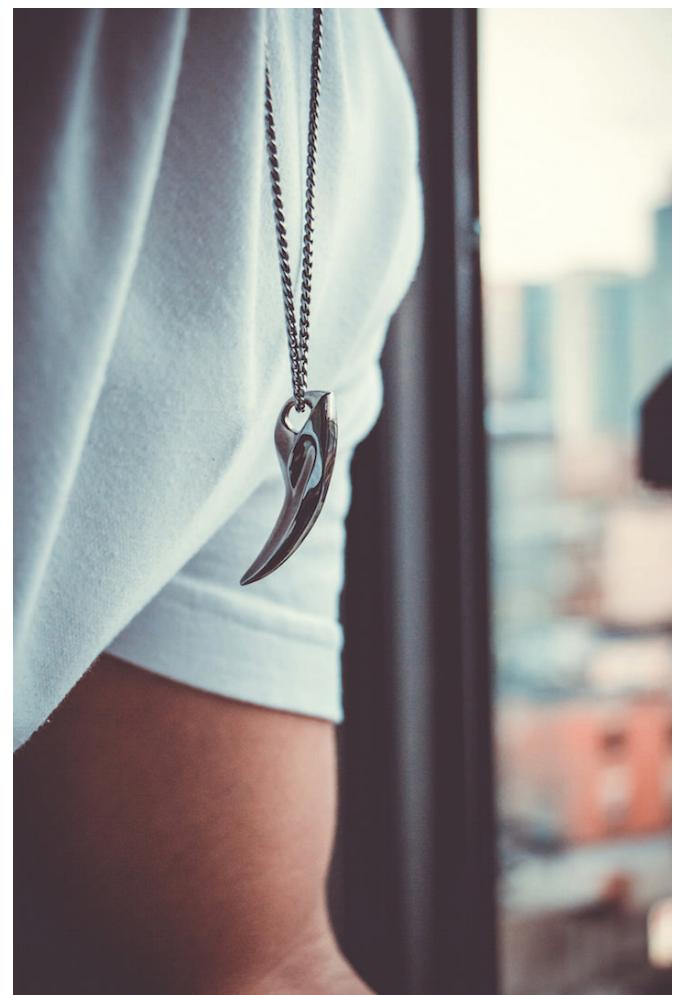
#### **Streetwear**

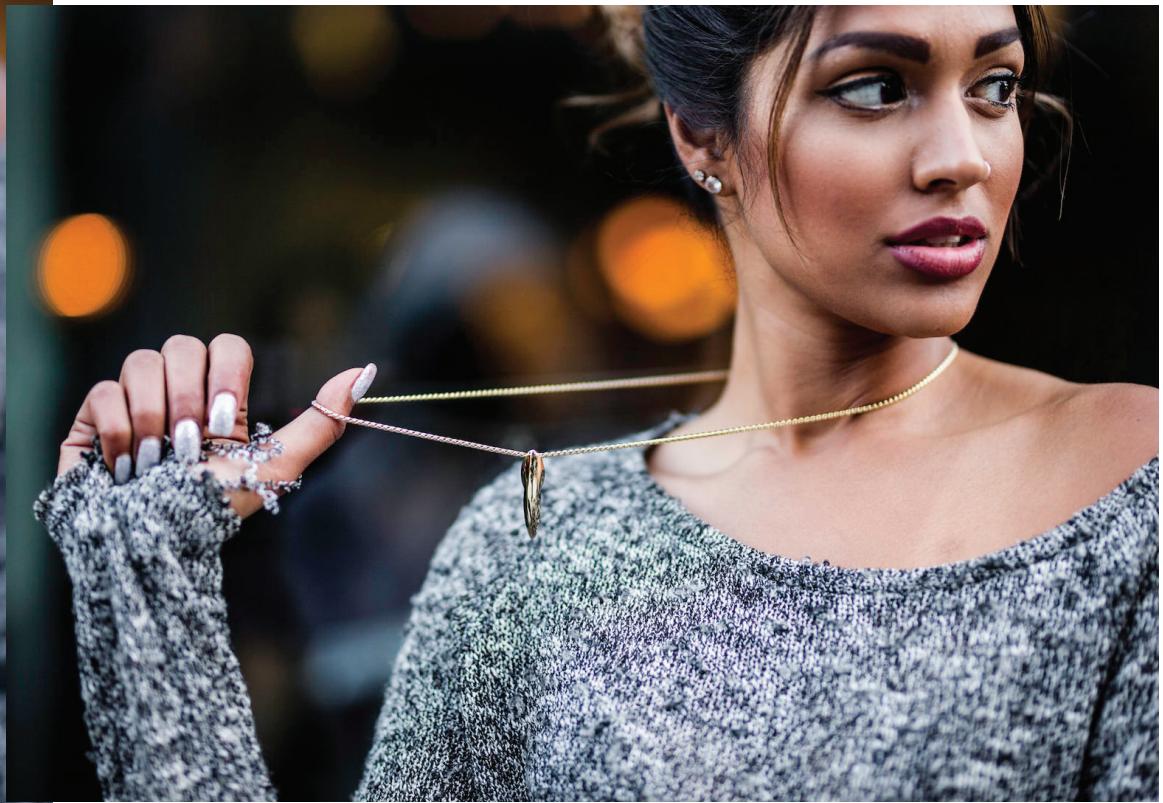
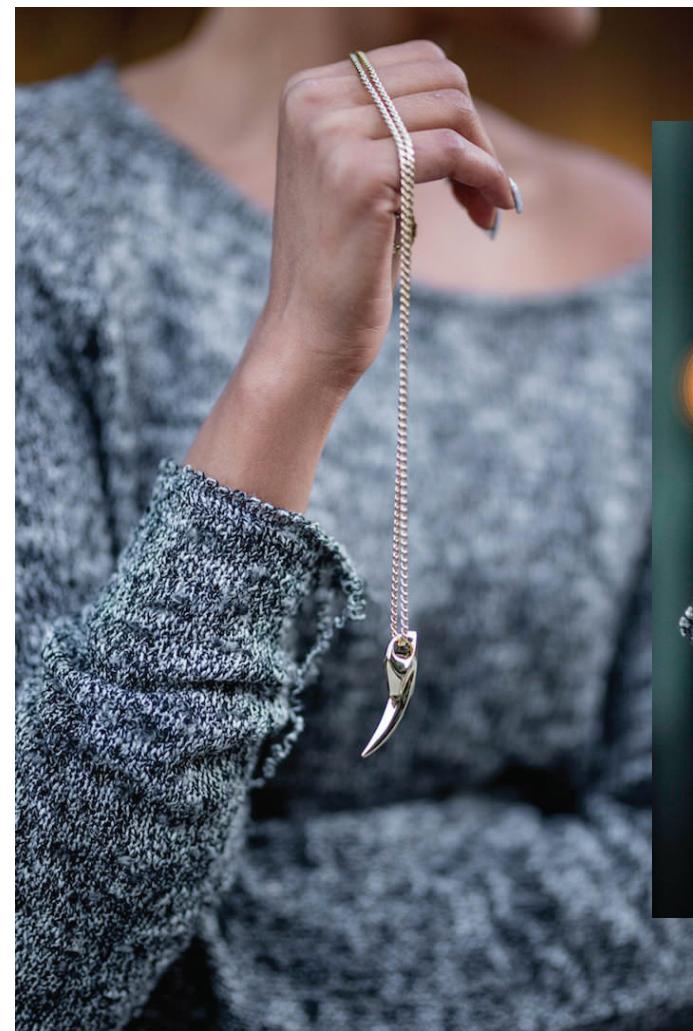
This is where we see most of our customers coming from. Whether it's young men or women, the Fenrir makes for a perfect accessory for customers of both sexes that are interested in luxury streetwear and are looking for ways to add some edge to their style. Customers wear it day or night, from a casual Friday in the city to a night planned for going clubbing, elevating their street style to new heights.

- Coming in a beautiful gift box.
- **Composition:**
  - Pendant:** Brass, Chrome Noir or 14K Gold plated
  - Chain:** Brass, Chrome Noir or 14K Gold plated
- **Dimensions:**
  - Chain Length:** 27.5" (70 cm)
  - Pendant:** 1.9" x 0.6" (4.9 cm x 1.7 cm)
- **Pendant Weight:** 0.67 oz. (19 grams)
- Physical Vapor Deposition finish protection applied on chain & pendant
- Made in China

**Wholesale Price:** 25.00€ EUR







# MAKT MONEY CLIP

## ***Small Object. Intense Draw.***

The reason we named our money clip **Makt** is because that word means ‘power’ in Swedish, and to many, money is power.

The striking design of the money clip is a combination of intensity and elegance that adds a masculine yet refined touch to any look, from casual to business occasions. Made of fine brass and plated in *Chrome Noir*, this luxurious money clip will hold up to 25 folded bills, eliminating the bulk of wallets.

Through an environmentally process called *Physical Vapor Deposition*, the same process used in the watchmaking industry, the **Makt’s** finish is protected by a thin-film, transparent coating that offers superior robustness and durability of color and composition.

Transcending its utilitarian nature, the **Makt** money clip is an exquisitely made piece of jewelry at your fingertips.

## **Recommendation for buyers:**

### **Streetwear & Dapper**

This type of accessory tends to attract men over 25 years old that are very style-conscious. Their style is a mix of streetwear and dapper style, refined but casual. The money clip can be easily accessorized when in casual as well as business and more formal occasions.

It is a great way clip together cash and cards and eliminate the need for a bulky wallet.

- Coming in a beautiful box, it makes for a perfect gift
- **Composition:** Solid Brass, *Chrome Noir* finish
- **Dimensions:** 2.36" x 1.1" (6 cm x 2.8 cm)
- **Weight:** 0.7 oz. (20 grams)
- *Physical Vapor Deposition* (PVD) finish protection
- Made in China

**Wholesale Price:** 17.00€ EUR



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UNITED STATES FEDERAL RESERVE NOTE

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Treasurer of the United States.

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