



PRESS RELEASE — MARCH 29, 2012

# NOR AUTONOM

## Nor Autonom – a new fashion label

For further information  
please contact:

JUS, Magdalena Säfqvist  
+46 (0) 8 611 98 00  
magdalena@jus.se

Nor Autonom is a newly established fashion brand, founded in 2011. The initial collection Entity consists of nine one-off metal masks and the clothing line Partisan, which will be available in selected stores in autumn 2012.

On Mars 29, the masks are presented together with the clothing line in cooperation with JUS during a vernissage at Brunnsgatan 7 in Stockholm. The exhibition runs until April 5.

The designer and founder Nicolas Olivier Richard has worked extensively with strong natural materials and the material structure has played a crucial role in the design.

– The garments are pretty basic and clean, while details and some features are more advanced.

Nicolas goes on to explain how the masks, made out of wire, are part of the brand's core DNA.

– My intention with Nor Autonom has been to build a conceptual world that can grow organically, where each garment will have its own identity but are part of a story.

The conceptual world has been shaped by symbolic elements, and has become essential for the expression.

– Nor Autonom isn't defined by the clothes, instead the clothes are rather defined by Nor Autonom.

Download the press kit at: [www.norautonom.com/press](http://www.norautonom.com/press)