

## Beneath the Northern Lights

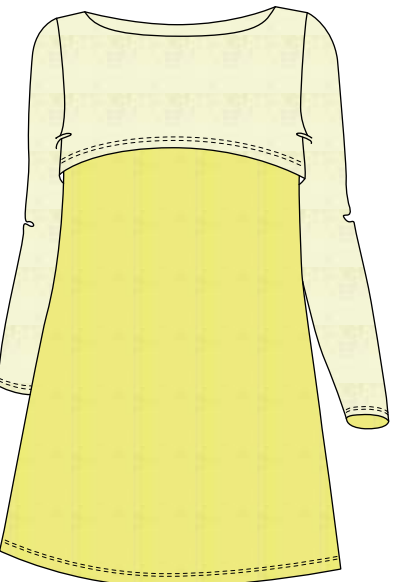
Little Lilli and her best friend Kalle are playing in the snowy forest, that is filled with creatures of the winter.

If it gets dark or a little scary, they don't have to be afraid because the northern lights will guide them home.

Beneath the Northern Lights is designed by Fashion and Clothing students in Metropolia University of Applied Sciences.



# Beneath the Northern Lights Autumn/Winter 2013-14



Lilli Dress  
AW13-JR-08/45  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Slope Shirt  
AW13-JR-04/45  
99% Cotton,  
1% Polyamide  
Sizes 110-140



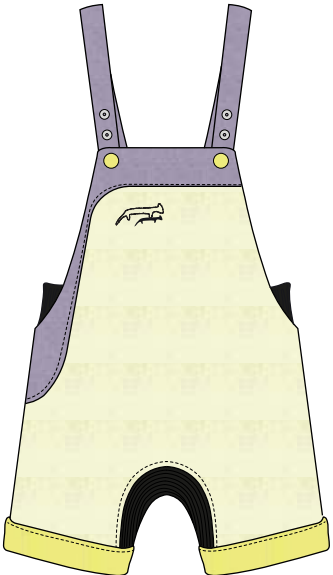
Fell Pants  
AW13-JR-12/19  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Twinkle Dress  
AW13-JR-07/16  
87% Virgin Wool,  
13% Polyamide  
Sizes 110-140



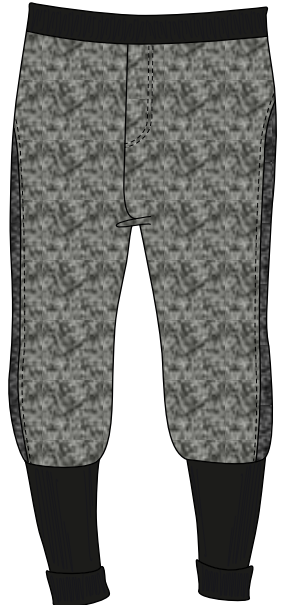
# Beneath the Northern Lights Autumn/Winter 2013-14



Snowball Overall  
AW13-JR-10/41  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Slope Shirt  
AW13-JR-04/17  
100% Cotton  
Sizes 110-140



Fell Pants  
AW13-JR-12/14  
87% Virgin wool,  
13% Polyamide  
Sizes 110-140



Twirl Jacket  
AW13-JR-02/14  
87% Virgin Wool,  
13% Polyamide  
Sizes 110-140



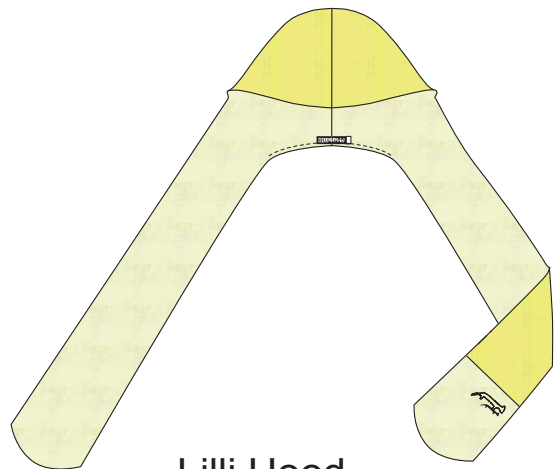
Lilli Dress  
AW13-JR-08/17  
100% Cotton  
Sizes 110-140



# Beneath the Northern Lights Autumn/Winter 2013-14



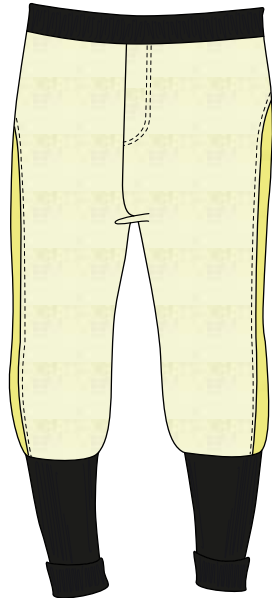
Snowbound Playsuit  
AW13-JR-11/45  
99% Cotton,  
1% Polyamide  
Sizes 110-120



Lilli Hood  
AW13-JR-14/45  
99% Cotton,  
1% Polyamide  
One Size



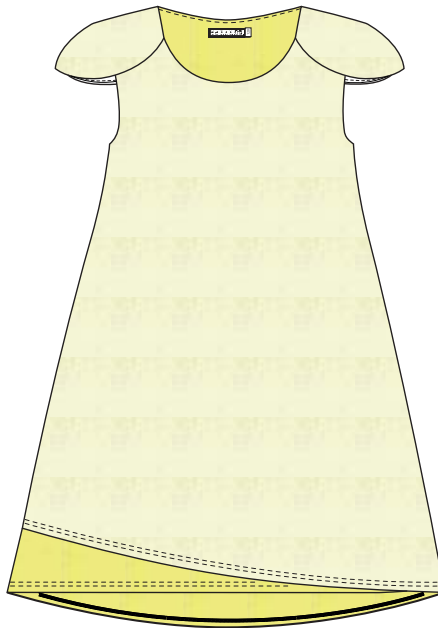
Fell Shirt  
AW13-JR-06/17  
100% Cotton  
Sizes 110-140



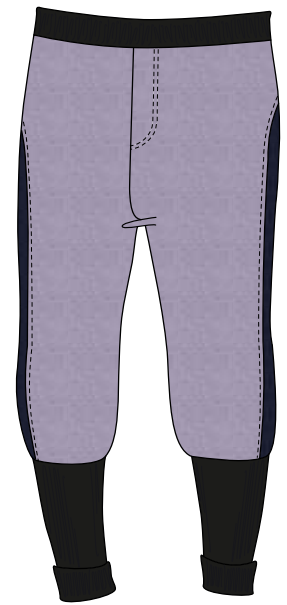
Fell Pants  
AW13-JR-12/41  
99% Cotton,  
1% Polyamide  
Sizes 110-140



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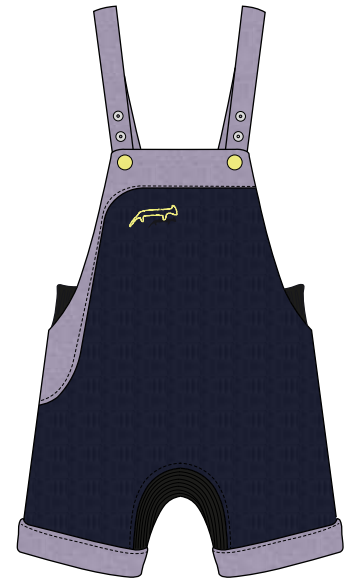
Twinkle Dress  
AW13-JR-07/45  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Fell Pants  
AW13-JR-12/82  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Fell Shirt  
AW13-JR-06/82  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Snowball Overall  
AW13-JR-10/88  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Fell Shirt  
AW13-JR-06/41  
99% Cotton,  
1% Polyamide  
Sizes 110-140

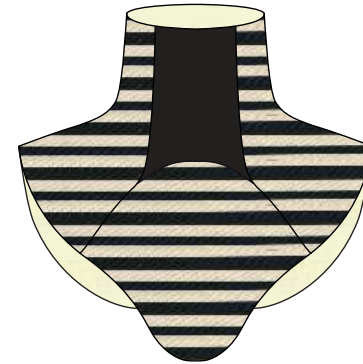


Snowbell Skirt  
AW13-JR-09/17  
100% Cotton  
Sizes 110-140





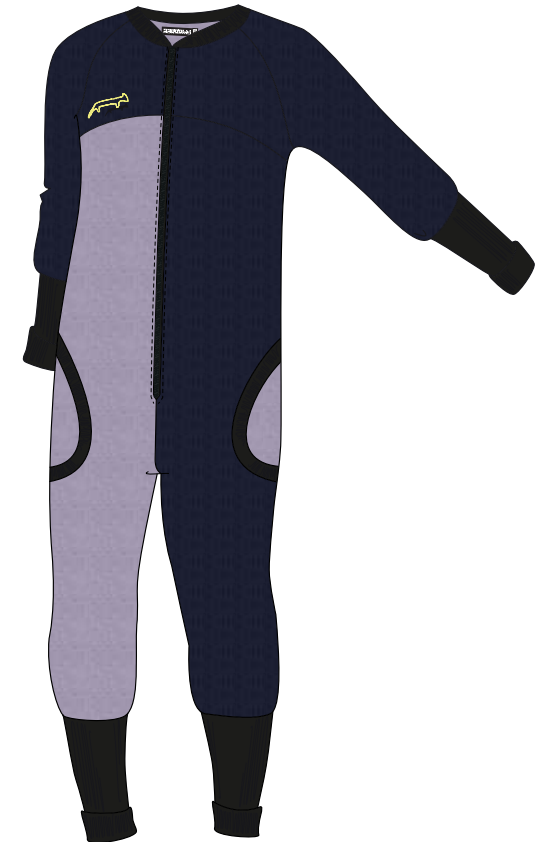
## Beneath the Northern Lights Autumn/Winter 2013-14



Fox Muffler  
AW13-JR-13/17  
100% Cotton  
One Size



Twirl Jacket  
AW13-JR-02/16  
87% Virgin Wool,  
13% Polyamide  
Sizes 110-140



Snowbound Playsuit  
AW13-JR-11/88  
99% Cotton,  
1% Polyamide  
Sizes 110-120

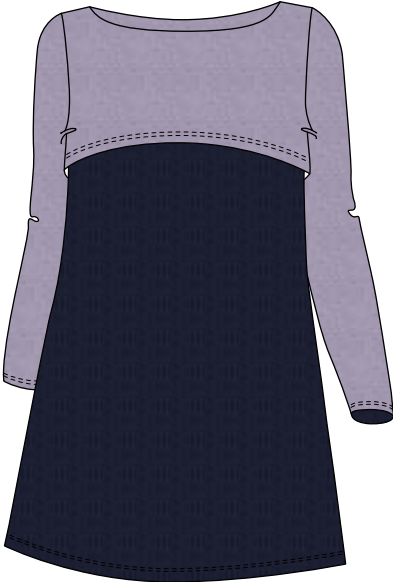
# Beneath the Northern Lights Autumn/Winter 2013-14



Lilli Hood  
AW13-JR-14/16  
87% Virgin Wool,  
13% Polyamide  
One Size



Leap Jacket  
AW13-JR-01/16  
87% Virgin Wool,  
13% Polyamide  
Sizes 110-140



Lilli Dress  
AW13-JR-08/88  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Twinkle Dress  
AW13-JR-07/82  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Slope Shirt  
AW13-JR-04/82  
99% Cotton,  
1% Polyamide  
Sizes 110-140



# Beneath the Northern Lights Autumn/Winter 2013-14



Snowbound Playsuit  
AW13-JR-11/19  
99% Cotton,  
1% Polyamide  
Sizes 110-120



Slope Shirt  
AW13-JR-04/19  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Snowball Overall  
AW13-JR-10/16  
87% Virgin Wool,  
13% Polyamide  
Sizes 110-140



Fox Muffler  
AW13-JR-13/19  
100% Cotton  
One Size



# Beneath the Northern Lights Autumn/Winter 2013-14



Fell Shirt  
AW13-JR-06/19  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Lilli Hood  
AW13-JR-14/19  
99% Cotton,  
1% Polyamide  
One Size



Snowball Overall  
AW13-JR-10/19  
99% Cotton,  
1% Polyamide  
Sizes 110-140



Snowbell Skirt  
AW13-JR-09/14  
87% Virgin Wool,  
13% Polyamide  
Sizes 110-140





Press-release 10.1.2013

## Aarrekid launches new Aarrekid Junior

Aarrekid has launched Aarrekid Junior to expand the size range up to 140 cm. The first Aarrekid Junior collection is made by Fashion and Clothing students of Helsinki Metropolia University of Applied Sciences. All the designs, measurement charts, instructions and samples have been made by the students. The collection will be launched in Paris in January.

The Fall/Winter 2013-2014 collection, called Beneath the Northern Lights, includes children's indoor wear, a few accessories and jackets in sizes 110-140 cm. The collection has been inspired by a story about a little weasel called Lilli, who has an adventure in the snowy woods with her friend Kalle and the northern lights guide them home. The animals and the colours of the northern lights are seen in the colour scheme and cut of the garments.

Aarrekid is a Finnish children's wear company that was founded in 2009. The best of Finnish design traditions and high quality, eco-friendly materials are at the core of the Aarrekid design ethos. Each garment is designed carefully to answer the needs of children. The prints allow a child's imagination to run wild in a nice and safe environment where images make ideas, and they in turn make stories. The hand illustrated designs tell stories of mischievous animals and enchanted forests.



More info:

[www.aarrekid.com](http://www.aarrekid.com) / [info@aarrekid.com](mailto:info@aarrekid.com) / Fredrikinkatu 19 lh 2, FIN-00120 Helsinki / +358 40 538 4864



Lehdistötiedote 10.1.2013

## AarreKid laajentaa tarjontaansa ala-asteikäisille lapsille

AarreKid lanseeraa AarreKid Collectionin seuraksi AarreKid Juniorin, mikä laajentaa tarjonnan ala-asteikäisille lapsille. Ensimmäinen AarreKid Junior –mallisto on Metropolian vaatetusalan opiskelijoiden käsialaa. Opiskelijat ovat suunnitelleet, mitoittaneet, ohjeistaneet ja valmistuttaneet tuotteet, ja he ovat myös lanseeraamassa malliston Pariisin Play Time –messuilla tammikuussa.

Syksy-talvi 2013-2014 –sesonkiin lanseerattava AarreKid Junior mallisto, Beneath the Northern Lights, pitää sisällään lasten sisäpukeutumista, muutamia asusteita sekä takkeja koossa 110-140 cm. Mallisto on saanut inspiraationsa Lilli Lumikon tarinasta, jossa Lilli seikkailee ystävänsä Kallen kanssa lumisessa metsässä, mistä revontulet ohjaavat sen kotiin. Tarinan eläinhahmot ja öisen revontulitaivaan leiskuvat sävyt heijastuvat malliston värimaailmaan ja leikkauksiin.

Vuonna 2009 perustettu AarreKid on suomalainen lastenvaatteita valmistava yritys, joka panostaa laatuun, ekologisuuteen ja lasten viihtyvyyteen. AarreKidin tuotteissa yhdistyy suomalaisen kekseliään kuosi- ja mallisuunnittelun lisäksi laadukkaat materiaalit ja kestävä kehitystä tukeva tuotantoprosessi. Jokainen tuote on persoonallinen, harkitun suunnittelutyön tulos, ja kehitelty vastaamaan lasten tarpeita. Sadunomaiset kuosit antavat lapsen mielikuvitukselle mukavan ja turvallisen ympäristön, jossa kuvista syntyy ideoita ja ideoista tarinoita. Veikeät eläinhahmot tempaavat mukaan leikkiin ja seikkailuihin esimerkiksi lumoavaan Aarremetsään.



Tiedustelut:

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