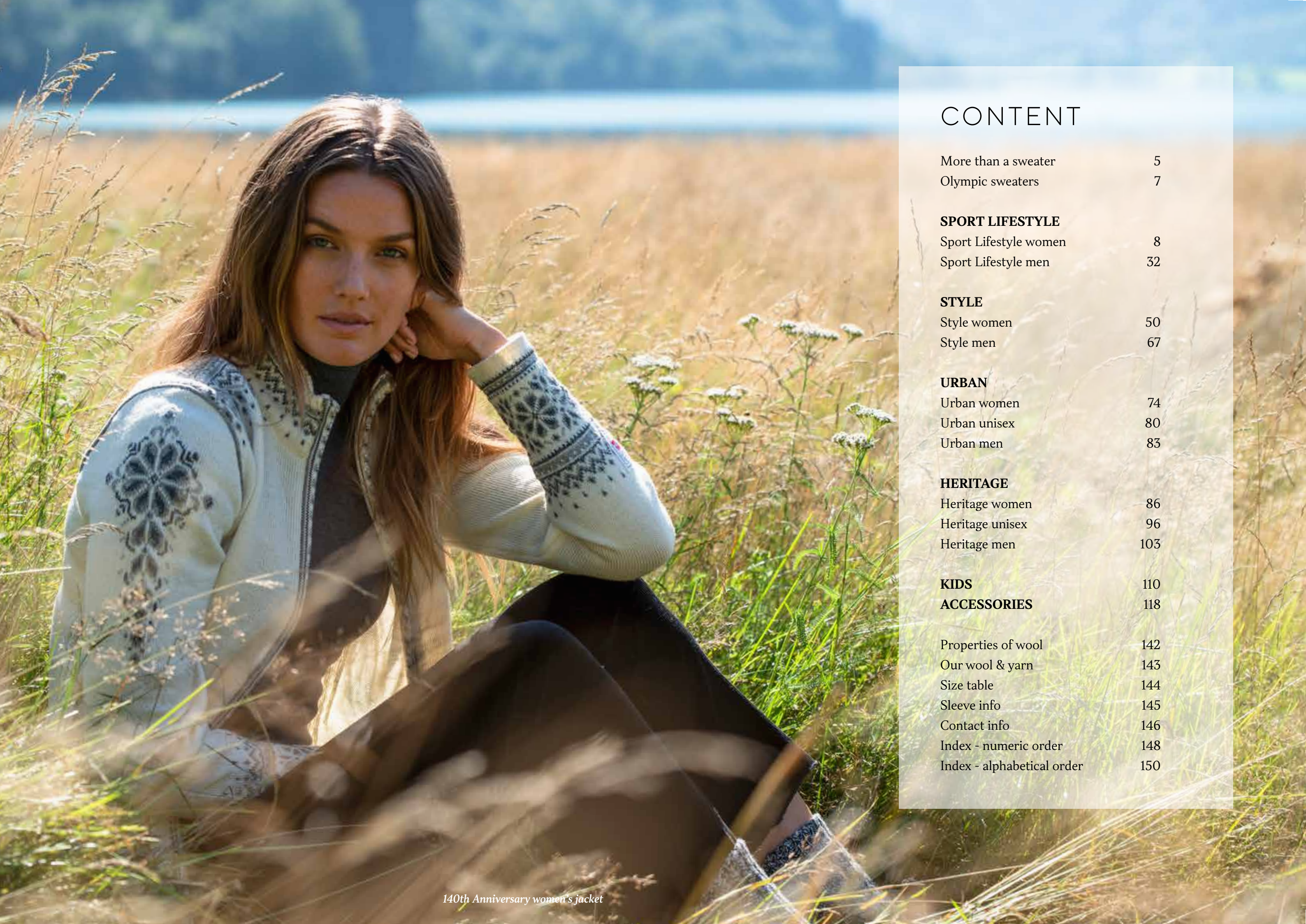




COLLECTION 2020

MADE IN NORWAY SINCE 1879





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Syv Fjell round neck men's sweater  
Ingeborg women's jacket



Tyssøy men's sweater  
Bjorøy women's sweater

## MORE THAN A SWEATER

*Due to the cold winters, Norway has a long tradition in wool and knitwear. This provides us with a rich heritage of beautiful patterns, inspired by nature and history. Over the past 140 years, we have developed our own designs, and redesigned age-old Norwegian patterns, turning them into garments for fashion and sport with an authentic history. You can say each of our garments has its own history. That's why we like to say that we offer "more than a sweater..."*

### **Our Story**

The village of Dale is nestled between steep mountains, waterfalls and fjords on the west coast of Norway. In 1879, the historic textile factory was established in this valley with easy access to wool, strong knitting traditions, and a great supply of natural power from the local waterfalls. Since then, we have developed beautiful designs in premium qualities, acknowledged far beyond the Norwegian borders.

### **Premium Quality**

From raw wool to finished products, our knitwear has been fine-tuned with 140 years of experience. We are one of very few textile companies with production in Norway. This makes our skilled staff able to pay close attention to every stage of the production process, which ensures the premium quality of every garment. Decorative elements such as the pewter clasps, woven braids and leather patches are all made in Norway.

### **100% Natural Wool**

Due to its exceptional properties that no synthetic fibers can match, wool is back in fashion. Wool is nature's own "high-tech" fiber. It has great insulating abilities, it breathes and wicks moisture away from the body, is odor resistant – and it is a completely natural fiber! Our collections are designed with different types of wool adapted to each product. Over the past 140 years we have fine-tuned our production techniques, making garments with superior long-lasting qualities.

**Norwegian wool** is known for its exceptional long-lasting quality and crisp, appealing look. This makes it excellent for durable mid- and outer-layer knitwear. Norwegian wool is one of the world's most eco- and animal-friendly textile fibers. Our **merino wool** is of the highest qualities, with a certified animal-friendly origin. These lightweight and soft garments can be worn next to skin without discomfort, ideal for year-round use. You can learn more about our wool on page 142-143.





Monte Cristallo - official Norwegian Alpine team sweater 2020



Winter Olympics 1956  
Cortina d'Ampezzo

## OFFICIAL OLYMPIC AND WORLD CHAMPIONSHIPS SWEATERS

*Being the official supplier to the Norwegian Ski Association, and later to the International Olympic Committee, we have designed official sweaters for every Winter Olympic and World Ski Championship event since the 1956 Cortina Winter Olympics.*

Norwegians are said to "be born with skis on their feet". During long, snowy winters, skiing has not only been popular for sport and fun, but as a mode of transportation as well. It's no surprise skiing is our national sport, and ski athletes our true heroes. Since Dale of Norway is an integral part of Norwegian history and culture, our cooperation with the National Ski Association is a natural fit.

Since 1956, we've been outfitting the national Norwegian ski team with official sweaters for all Winter Olympic Games and World Championships.

Later we've been chosen by the International Olympic Committee (IOC) to design official sweaters for the Winter Olympics, with the rights to use the Olympic rings.

These official sweaters, often named after the location of the event, remain popular for years afterward - contributing to the Dale of Norway brand being well-known all over the world.

Recently, we have re-launched some of our original Olympic designs.