

# post fire dew<sup>©</sup>

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## the brand idea

He who dares will also be the he to be rewarded.

A fashion brand for the unfashionable man. For the man who simply likes to look good without it showing he's tried too hard. Looking good at its best.

post fire dew was founded in 2009, yet the idea had matured over many years. The first product was shipped for fall 2010.

The design team and corporation behind international success story Odd Molly had over six years developed a women's line with a distribution thru 1500 better stores worldwide and saw the moment to finally also move into menswear.

Ylva Liljefors is the chief designer at post fire dew. Ylva was Swedish Fashion Designer of the year in 2004 and has the perfect combination of super brand understanding and a free thinking paint brush.

post fire dew supply a strong palette of great looking quality garments and then leave the power of personal dressing to the man himself. Strong men don't like to be told what to wear or how to wear it.

post fire dew has had a strong launch and has high set goals.

Expect a lot.

## the meaning of the name

The moment after.

After a forest fire has died out, a moist dripping pearly layer of dew will cool down, soothen and repair while the ground still bears smoking memories of what just happened.

Or on a more manly human level, that vibrant moment after having faced difficulty or fear, willingly.

That sky high moment of inner reward...

Which is always greater the tougher the fight.

post fire dew is simply a celebration to men of great courage and independence.

## the dip

This symbolizes by no means fishing, but peace, freedom and reward, in a manly way. Those shivering rewarding moments to be found on the other side of difficulty, once challenged, battled and conquered.

## the pfd-man

A man of doing.

The pfd-man is a man of high ambitions yet a man who does not take himself too seriously. He is sometimes the successful man or the man heading there, yet sometimes simply the man who doesn't give a damn.

He is the man that never sees money as a goal, but rather as means for living. "He who dies with all his money left, most likely dies poor"

The pfd-man sets sail alone if none joins. He is the man not to watch the play, but to take his own stage.

He is a man who wants to look good, but does not want to be perceived as a man of fashion interest or as the man who tried. After all he has highly limited, if any, interest in fashion.

The pfd-man is quality driven and stretches out for what is within reach, never afraid to spend when it feels right. A loner at times, yet a man of the world, living atop his own footprint.

He is a thinker, a much living heart, a man of giving, a man of conscience.

But more than anything, an unafraid and very curious man, always ready to find out.

Ready to take the consequences, hungry for the reward.

## material, feel, look

The collections are a mix of classical, timeless styles. Casual wear, far from being stereotyped, with a twist and beaten look. All with a feeling of already worn. High level of design and style.

The surface is rough, torn and weather beaten.

Non-ironed. The texture is irregular, patched up, fixed, edges are raw, all to understand that the clothes are made by hand, not machines.

The silhouettes are proportional, loose yet not oversized. He will wear it inside out, layer on

layer, relaxed roughness. Manly without stepping over.

High quality fabrics for a long life of washing and treating. Recycled and organic fibres, thinking of the environment.

As always inspired by now.

By what's out there and what's missing.

Trying to fill gaps.

Capturing manlyness with a deeper, mindful and hearty edge.

Always looking great.

/Ylva Liljefors  
chief designer

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