

BUSNEL  
DEPUIS 1920



## BUSNEL BOOK - CREDITS

A Century of Fashion. Celebrating The World Of Busnel

4. This page: The Busnel silk scarf flowing in the wind. Opposite page: A 1960s wool hat and the 2020 Adina shirt.
5. This page: Busnel in Vogue Paris issue no 517 June 1971, photography by Helmut Newton©. Opposite page: 1980s marinière jumper and the 2019 Hera down jacket.
6. This page: Afternoon on the rocky beaches of Étretat, Normandy, photography by Colin Tunstall. Opposite page: The Victoria jacket.
7. This page: A Busnel celebration champagne made in collaboration with Hatt et Söner. Opposite page: A 1980s advertising campaign that ran in the Swedish daily newspapers.
8. This page: Outtake from a 1980s fashion catalogue. Opposite page: When waiting, a 1980s marinière effortlessly matched with jeans and loafers.
9. A sketch of the Busnel bowling bag
10. Interview with Louise Falkenberg by Antonia Nessen. Opposite page: Owner and creative director Louise Falkenberg at the Busnel Design Studio in Stockholm.
11. Louise Falkenberg at her restaurant.
12. Opposite page: Louise Falkenberg at the Busnel Design Studio in Stockholm.
13. This page: Original Ektachrome slides from a 1980s catalogue. Opposite page: 1980s marinière hoodie.
14. This page: A customised Indra jacket from 2013. Opposite page: Capturing the beach in Surtainville and eating oysters at Bofinger, Paris.
15. This page: A 1980s sports jacket and the 2020 Paris Le Shopper. Opposite page: Strolling down the streets of Vannes, Brittany.
16. Early morning view of Saint-Germain-des-Prés, Paris
17. This page: The Busnel bowling bag. Opposite page: 1980s advertising campaign, We all have our Goals in Life.
18. Spring/Summer 2020 celebration campaign, photography by Magnus Magnusson.

19. This page: The high cliffs in Normandy. When the rain breaks away from the sun over the Atlantic ocean.  
Opposite page: The Marina coat.
20. Inspiration comes in many different shapes, forms, moods and colours.
21. This page: Cardigan and skirt 2014. Opposite page: At the Busnel Design Studio.
22. This page: View of the Eiffel Tower. Opposite page: 1980s catalogue outtake.
23. The Autumn/Winter 2014 show at Stockholm Fashion Week co-designed and styled by Marina Kerekliou.
24. The Marinière. From Sailor Jumper to Fashion Icon text by Bradley Quinn  
Opposite page: A 1980s wool vest and a Busnel marinière shirt.
25. This page: Imagining the 1980s. The Autumn/Winter 2020 campaign themed Les Années Busnel.  
Photography by Pelle Lannefors.
26. Following spread. From left to right: The Autumn/Winter 2020 campaign themed Les Années Busnel.  
Imagining the 1990s, 1950s, 2000s and 1920s. All photography by Pelle Lannefors.
27. 'We make sure to constantly challenge ourselves, do research and start new conversations in order to offer the ultimate capsule wardrobe.' – Louise Falkenberg
28. This page: 1980s tear sheet from Svensk Damtidning. Opposite page: 1980s catalogue outtake.
29. This page: Place Saint-Sulpice in the 6<sup>e</sup> arrondissement of Paris. Along the shoreline of Larmor-Baden, Brittany, photography by Colin Tunstall. Opposite page: A 1970s knitted marinière jumper and the Tom jacket.
30. This page: The Alice turtleneck and the 2019 Hera down jacket.  
Opposite page: The harbour of Vannes, photography by Colin Tunstall.
31. This page: 1980s catalogue outtakes.  
Opposite page: Spring/Summer 2020 celebration campaign, photography by Magnus Magnusson.
32. This page: The river Seine runs slowly under the bridges of Paris in the early morning. Opposite page: The Calypso cape and the mini Busnel city bag.
33. This page: 1980s catalogue outtakes. Opposite page: A 1980s marinière jumper and a vest and skirt 2013.
34. This page: The city of Vannes, Brittany, photography by Colin Tunstall. Opposite page: The Busnel silk scarf with logo print and a 1970s marinière jumper.
35. 'Madame and monsieur Busnel started our factory in Brittany in 1920 and selected the high-quality wool supplier from Austria that we have used since then.' – Louise Falkenberg  
At the Busnel factory, Brittany, France. Photography by Fredrika Persson
36. 1980s cape together with skirt and top 2013. Original Busnel receipts.

37. In Conversation: Robert Rydberg by Antonia Nessen
38. 1980s Busnel advertising campaign.
39. This page: At the Arc de Triomphe, Paris. Opposite page: The Adina shirt.
40. This page: 1980s cardigan, skirt and the Marina coat.  
Opposite page: Sketches and ideas from the 1980s, drawings by Annie B
41. Once the famous wine and delicatessen shop Herman Winberg, Busnel has been based at Banérgatan 5 since the 1970s.
42. This page: Press schedule from the Stockholm Fashion Week Autumn/Winter 2015. Opposite page: The Capri coat and the Alice turtleneck.
43. Spring/Summer 2019 campaign, photography by Pelle Lannefors.
44. Setting the Table, it's all About Taste. Busnel's guide to the best restaurants in Brittany/Normandie, Paris and Stockholm. Food and fashion can harbour our desires and fantasies.  
Marcel Proust made his characters speak in new ways as they experienced a world where items of clothing and the ingredients of a meal no longer served merely as a backdrop. When the main character of Remembrance of Things Past, eats a madeleine cake dipped in lime blossom tea, his cherished childhood summers in Normandy are brought to life. The nature of fashion is transient, but at the following restaurants you can create memories that last forever.
45. This page: A part of the Busnel factory in Brittany, France. Photography by Fredrika Persson. Opposite page: A 1980s hoodie.
46. This page: Outtake from a 1980s Busnel catalogue. Opposite page: Coffee and colours.
47. This page: Buttons, buttons and buttons. Opposite page: A 1960s cape on the shore of Saint-Malo.
48. This page: On the beach of Gâvres wearing a jacket and skirt from 2013.  
Opposite page: The cliffs of Étretat and the beach of Deauville, photography by Colin Tunstall.
49. This page: Sketches and ideas from the early 1990s. Opposite page: Breton fisherman smock from the 1980s.
50. In Conversation: Marina Kerekliou by Antonia Nessen.
51. 'We have continued to work as a traditional fashion house. the design in stockholm takes place in dialogue with the studio in brittany, which has a great love for the brand and expertise in terms of craftsmanship.' – Louise Falkenberg. At the Busnel factory, Brittany, France. Photography by Fredrika Persson.
52. Autumn/Winter 2019 campaign, photography by Pelle Lannefors.
53. Autumn/Winter 2019 campaign, photography by Pelle Lannefors.
54. This page: Fresh oysters at the market in Carnac, Brittany, France.

Opposite page: The Adina shirt, a big shopper from the 2000s, customised earring and bracelet.

55. This page: A sketch of the Busnel weekend bag. Opposite page: Mixed 1990s and 2000s Busnel.

56. This page: Future fabrics, future ideas in the hands of Louise Falkenberg. Opposite page: 1980s catalogue outtake.

57. This page: Cardigan and skirt 1960s.

Opposite page: Where the city of Flamanville, Normandy, ends.

58. 'Busnel creates high-quality essentials and versatile pieces that can be worn in a variety of ways.' -Louise Falkenberg. A 1980s jumper on the beach of Gâvres.

59. This page: The celebration silk scarf on the beach and the cliffs of Normandy, photography by Colin Tunstall. Opposite page: 1970s jacket, 1980s turtleneck and pants.

60. This page: Imagining the 1930s. Les Années Busnel, the Autumn/Winter 2020 campaign. Photography by Pelle Lannefors.

61. Following spread: Les Années Busnel, the Autumn/Winter 2020 campaign. Imagining the 1960s, 1970s, 2010s and 2020s. Photography by Pelle Lannefors.

62. Imagining the 1940s. Les Années Busnel, the Autumn/Winter 2020 campaign. Photography by Pelle Lannefors.

63. Autumn/Winter 2016 show at Stockholm Fashion Week.

64. Raspberry and Coconut Cake. A favourite dessert recipe from Louise Falkenberg. enjoy!

65. This page: A symbol of unity, fulfillment and the never ending process of creating beautiful garments. Opposite page: Spring/Summer 2020 celebration campaign, photography by Magnus Magnusson.

66. This page: The sea and the earth, Normandy, France. Photography by Colin Tunstall  
Opposite page: A 1990s cape with a 1970s cardigan.

67. Spring/Summer 2016 campaign, photography by Mikael Schulz.

68. This page: Hoodie with the original 1980s sticker. Opposite page: A 1980s jumper.

69. 'curiosity and creativity are the driving forces behind my work as owner and creative director.' -Louise Falkenberg. Detail of Djurgårdsbron at sunset.

70. Spring/Summer 2015 campaign, photography by Elisabeth Toll.

71. This page: With wind from the Atlantic, 1990s Busnel. Opposite page: The tricolour runs through the Busnel DNA.

72. The interior of the famous wine and delicatessen shop Herman Winberg at the location of the Busnel head office at Banérgatan 5, Stockholm.

73. This page: An office window at Banérgatan 5. Opposite page: Capri coat.

74. My Personal Uniform. The victoria jacket was one of the biggest trends that defined the seventies. journalist kid severin called the bestselling garment a true fashion phenomenon. she predicted that it would become a classic. by Antonia Nessen. Portrait of Journalist Kid Severin.

75. This page: 1980s advertising campaign. Opposite page: 1980s marinière jumper and the Bernadette down vest.

76. This page: Catalogue tearsheet from Nordiska Kompaniet, NK department store, spring 2006. Opposite page: Threads of colours at the Busnel Design Studio.

77. This page: Haussmann in Paris and a lovely lunch at L'Arpège. Opposite page: 1980s jumper.

78. This page and opposite page: Autumn/Winter 2019 campaign, photography by Pelle Lannefors.

79. This page: Metro station Barbès-Rochecrouart.  
Opposite page: Brittany meets Courchevel in a 1980s jumper.

80. 1990s jumper and the price list from 1982.

81. This page: Kervoazec, Brittany. Opposite page: A 1980s cardigan.

82. 'In many ways we are the same brand today as when we first started producing our timeless classics in the 1920s.' – Louise Falkenberg. Stockholm at sunset.

83. An Insider's View. On how fashion is radically reinventing itself for a brighter future by Bradley Quinn. The Busnel logo sweater from 2014.

84. Les Années Busnel Timeline