

# AÉRYNE



16th December 2020, Stockholm

## AÉRYNE x DUM KERAMIK

### Aéryne launches up-cycling project with DUM KERAMIK

On Wednesday 16th December 2020, Aéryne launches a design collaboration with Swedish home décor brand DUM KERAMIK, with the goal to show that you can create something new from something old, combining fashion and interior design in limited-edition wearable pieces of art.

Aéryne is a fashion brand with a large focus on sustainability. The piece chosen for this design collaboration is the “iron” jacket, a piece from one of Aéryne’s previous collections. It is a long, pink puffer jacket of good quality but as for any brand that has worked with stock production, there are usually pieces left at the end of the season. Instead of getting rid of the remaining stock, Aéryne decided to use creativity to create something truly unique, that only a few lucky ones will be able to buy.

Aéryne has worked closely with the designer behind the DUM KERAMIK, Siri Skillgate, in order to merge the aesthetics of both brands into this one product. The smiley face that DUM KERAMIK is well known for, has been re-interpreted in three ways: through stitching, drawing and ceramic add-ons. These three smileys give the jacket a very current touch and perfectly balances Scandinavian minimalism with the maximalist trends of the moment.

With a background within industrial design, Siri started DUM KERAMIK as a counter reaction to the polished, perfect and mass-produced home décor. She produces all pieces by hand in her Malmö workshop, which makes them all unique. “This collaboration with Aéryne has been incredibly fun and inspiring! It has been an amazing opportunity to give a new life to the leftover stock of these wonderful pink puffer jackets” – Siri Skillgate.

The jackets are sold on [www.aeryne.com](http://www.aeryne.com) for 2,000 SEK each, available in limited quantities.  
For more information from Aéryne, please contact [press@aeryne.com](mailto:press@aeryne.com).