

2010 summer



LITTMARCK
swedish treasure & design

NORDIC, a unisex bracelet collection following the style of ancient sami handicraft, the *duodji*. All hand made with love and precision.



In a land called Sápmi, above the Arctic Circle in the most northern parts of Scandinavia & Russia, the nomadic Sami tribes have lived for thousands of years side by side with nature in an astonishing mix of stunning landscape, mysteries & the harsh arctic climate. Snow, winter darkness, ice, eternal summer light, mountains, the fascinating & spellbinding aurora lights and the impressive wildlife has formed this native culture full of mysteries, believes, knowledge and an incerdible ethnic design.

This is a blend of an old tradition an living a new one..

Allmost all sami people has a relation to the reindeer, an animal living in great herds all year round in the mountainous landscape, which in Sweden is called "*ljällen*". Their fur, hides & antlers have always been used & are still used for weapons, utility goods, tools and clothing. The NORDIC bracelet buttons are made of Swedish reindeer horn, once a year the antlers fall of from the females and you can find them on the mountain slopes.



The details are in 100% silver and the embroidered braids are spun tin and silver which has been braided and embroidered by hand. It's very typical for the ancient *duodji*.

Tradition and typical sami elements like reindeer antler, reindeer leather and spun tin & silver thread are kept in this collection, but some new elements are added...



NORDIC was formed with influences from today's life in Stockholm, where style & fashion surrounds you as well as the archipelago where sea life & sports take place all year round. A sense of ethnic heritage based on nature & tradition, but with more color and our style.

The characteristic smooth shaped mountains in "fjällen" creates an open view. As far as you can see there is no cars or city life, no stress, no rush, there is just nature in harmony, as it was created.



To remind us of the value of nature and respect Mother Earth and honor the heritage of the NORDIC style all the pieces are named after the mountains and landscape in Sápmi. Stiaka, Sarek, Gisuris, Nijak, Kabla and Akka are some of them.



















LITTMARCK's core value is to combine creativity & beauty with compassion. Since the start 2006-2007 Maja Littmarck, the young designer and founder, has been involved in different projects for a better world. She wish to add an other value than just style and looks in her work. That brought her to South Africa, where now part of production is placed in Soweto, the poorest area in Joburg where women really, really needs a job and steady income.



Hope you find joy in the products by LITTMARCK!
Best wishes from Sweden,
Maja Littmarck



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