

Lindex celebrating the author and artist Tove Jansson with a unique Moomin Collection

This year, the famous author and artist, Tove Jansson would have turned 100 years. It will be noticed by Lindex by launching a unique Moomin collection where 10 % of the price goes to UNICEF in their work for promoting children's learning and writing around the world.



"By having exciting collaborations with other organizations or designers Lindex can be part of creating better conditions for people around us. It feels of course extra good that it is the children who are in focus because children are a big part of our everyday life, both privately and at work," says Ingvar Larsson, Director of Design & Purchasing at Lindex. Lindex has used Moomin motifs in its design before but this year Lindex has produced a unique collection with many new prints and products.

"I have worked with new materials and qualities, for example, in the structure of the mélanges. I've also created a serene and timeless sense of color to the garments so it will be something you want to collect and keep for a long time. Colors like grey mélange, off-white and pink mélange are important in the collection. You can use each garment separately or combine it together", says Linda Stuesson, Designer at Lindex.

Many of the popular Moomin characters appear in the prints and also the joint jubilee pattern that has been specifically designed for the 100 year anniversary. Lindex also has its own bookmark illustration that recur at some of the garments.

Most of the collection are made of Organic cotton, and consists of 15 items from baby to size 122 and will be sold in all Lindex stores and online at lindex.com from week 6.

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