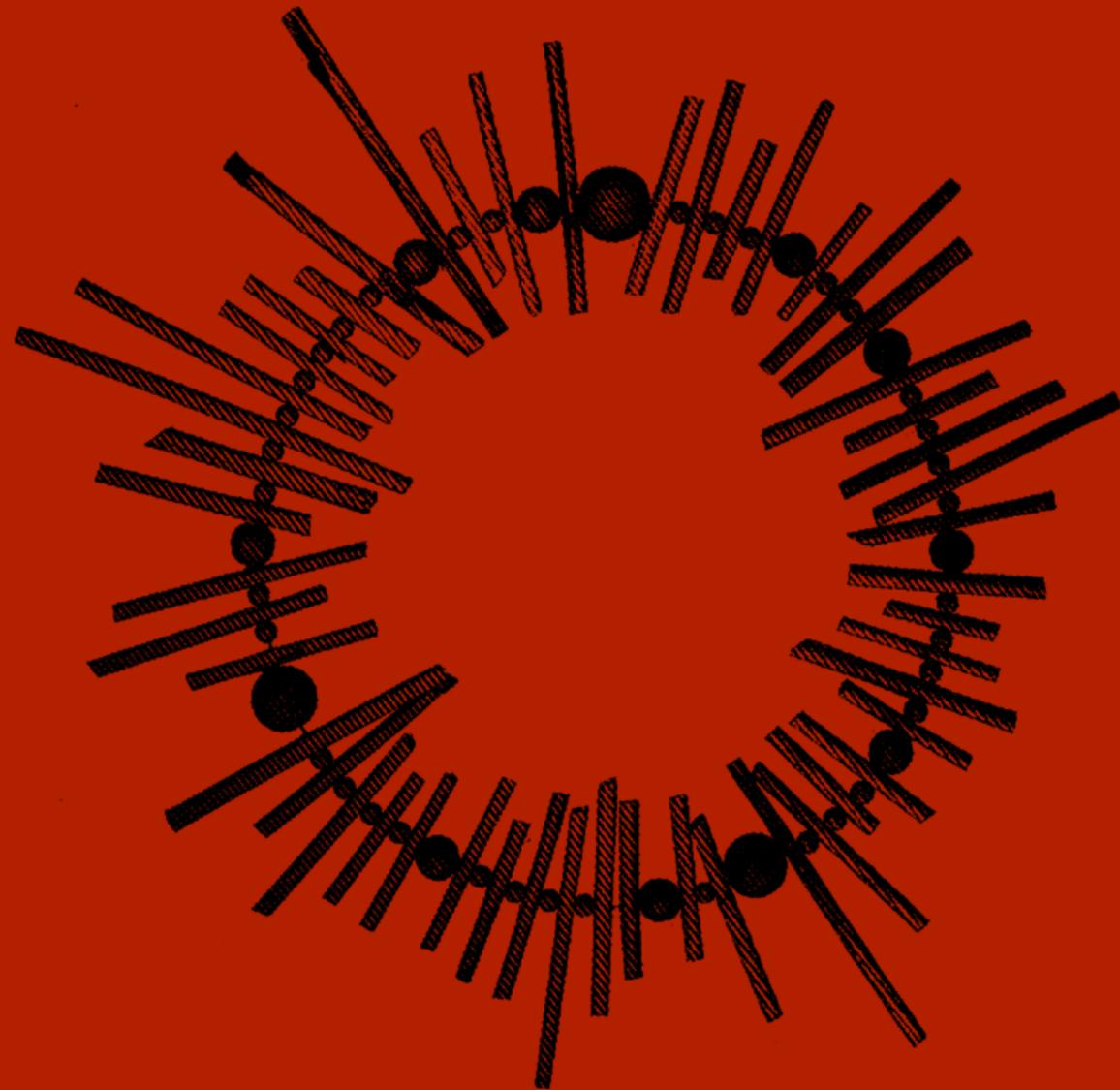


# RESET.

ROLF EKROTH  
AUTUMN WINTER 2021



For Autumn Winter 21, Rolf Ekroth gets inspired by 80's horror movies, Finnish heathen habits and traditions, Nordic farming culture, and the iconic photographer, Leo Montonen, who was famous for capturing life in the Finnish countryside during the 1920s and 1930s.

One of the key elements in Ekroth's collection is straw – olki in Finnish. For his collection, Ekroth has been using Bio2™Textile, a new fabric developed by the Finnish energy company Fortum, which drives change by improving resource efficiency with smart solutions and sustainable materials. It is a cotton-like fabric based on a new Finnish fibre innovation, which uses agricultural waste straw as a base material. Finland is a forerunner for new materials and is home to several fibre innovations that help the global textile industry become more sustainable. Rolf Ekroth is the first fashion designer to embrace Bio2™Textile.

"Straw has pulled Finland through many difficult times. It fed animals during long winters and warmed the shoes of labourers working in the forest. During wartime, it was even used as a base for bread," Rolf Ekroth explains. "What's more, it has a great symbolic meaning to Finns, since it was also a popular decorative material – first for the pagans to welcome the beginning of the spring, and then later to celebrate Christmas."

Ekroth has used Bio2™Textile in many of the products in his collection such as T-shirts, hoodies, skirts and capes. The straw theme is also apparent in the collection's camouflage prints that are based on Finnish fields, as well as prints inspired by himmeli – the straw mobiles made by Finnish pagans.

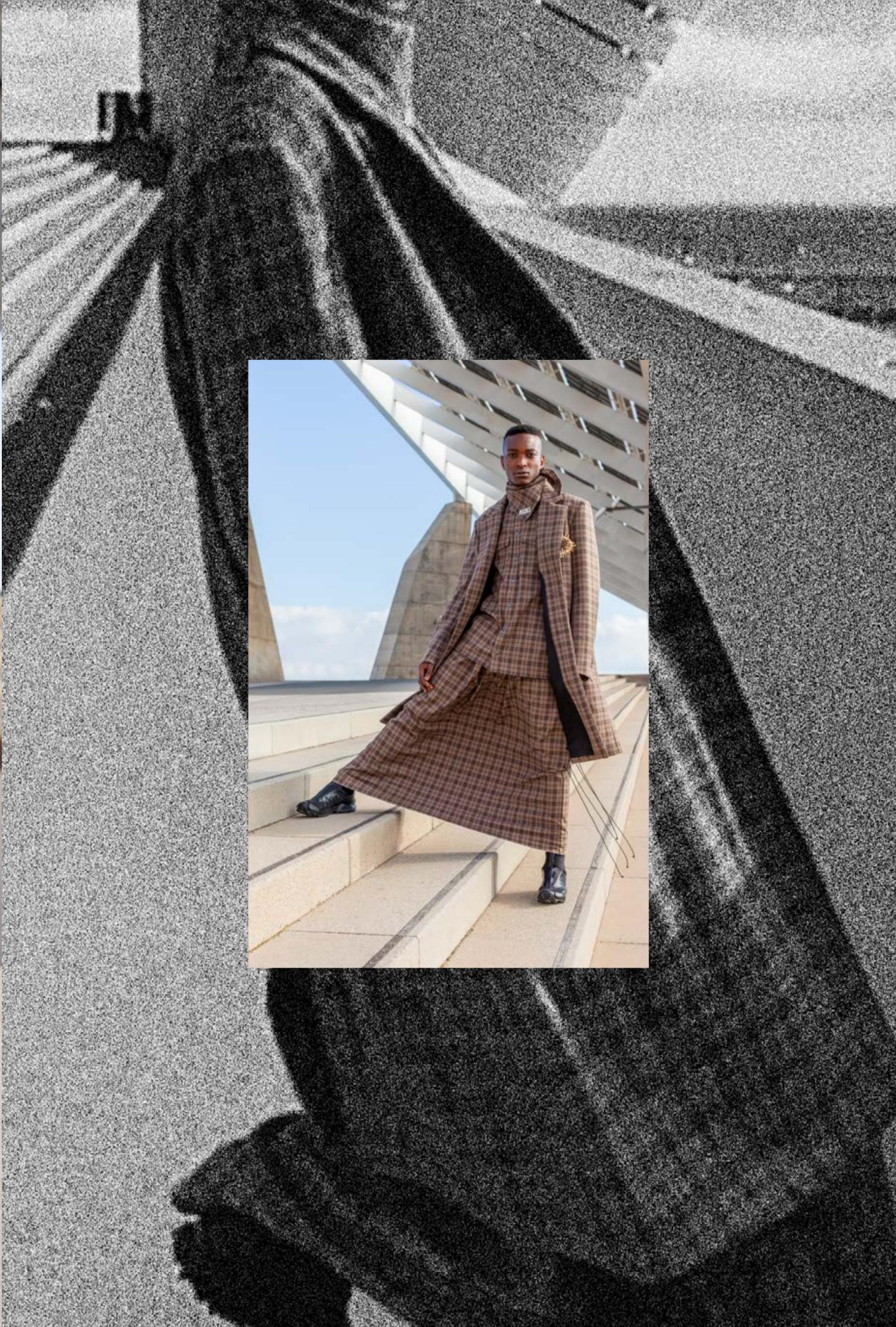
Ekroth, who studied social work and became a professional poker player before finding an interest in fashion in his late 20s, was one of the finalists at Hyeres Festival in 2016. Prior to this, he won the 2015 Designer's Nest Award, which showcases and supports innovative Nordic fashion graduates. Ekroth started his own label in 2019.







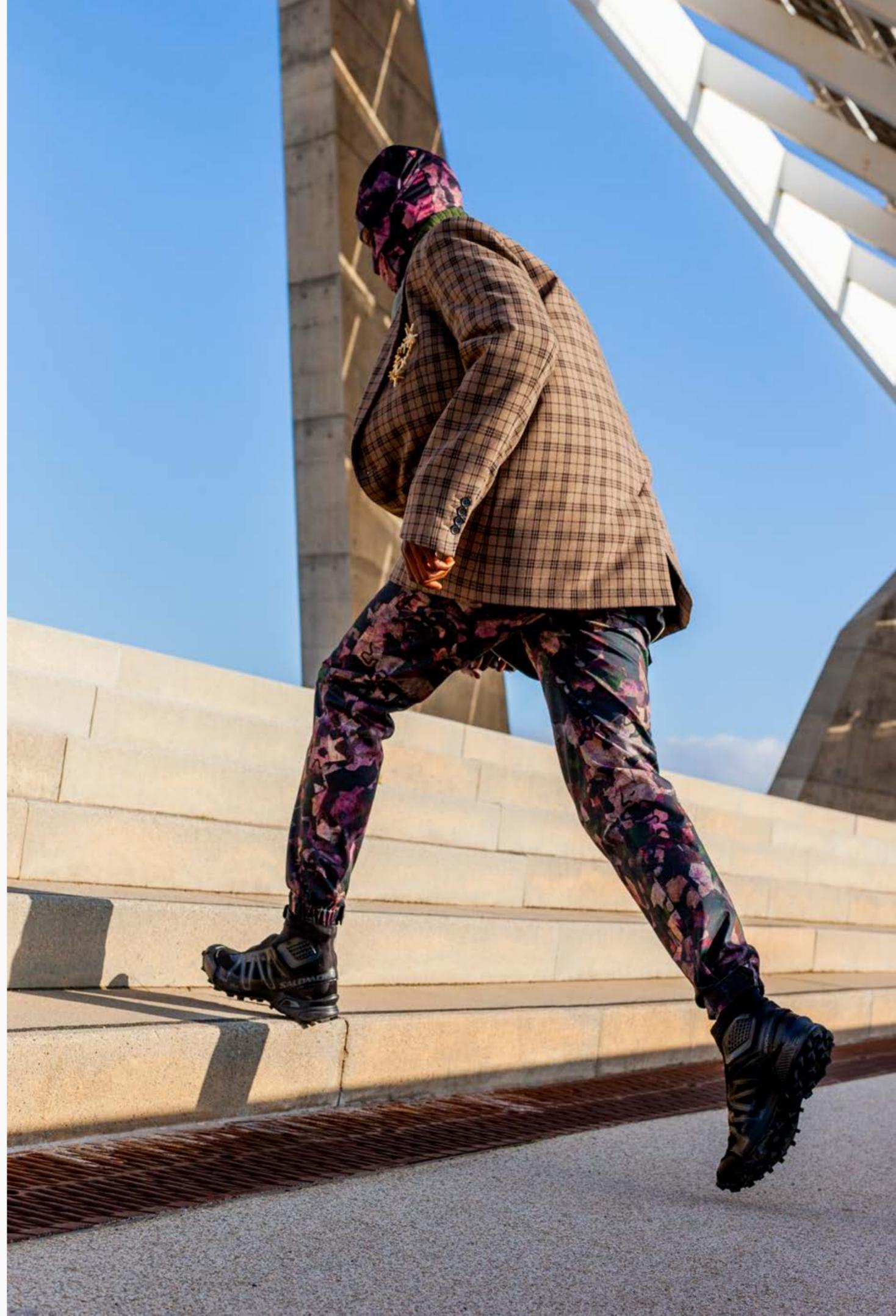




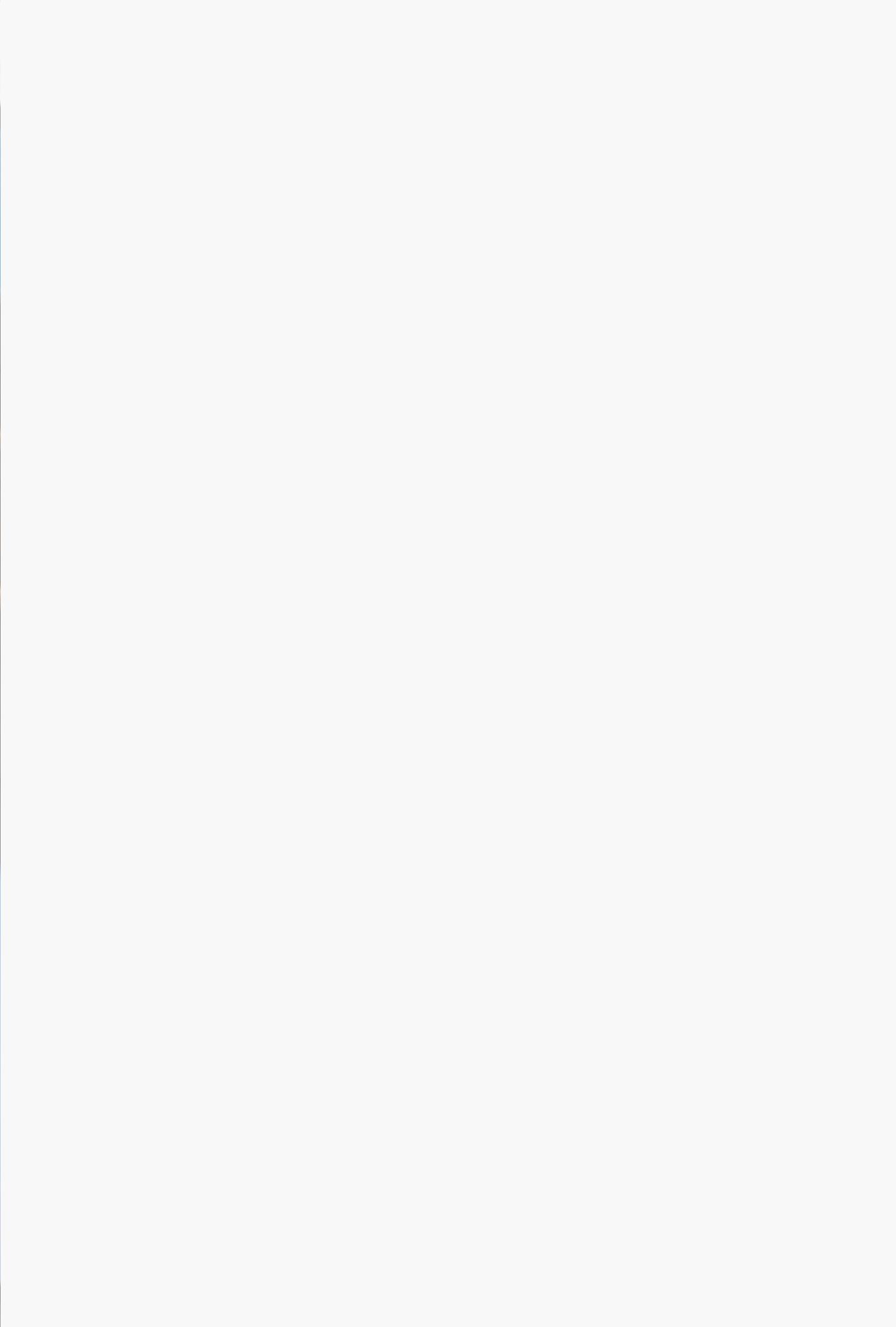


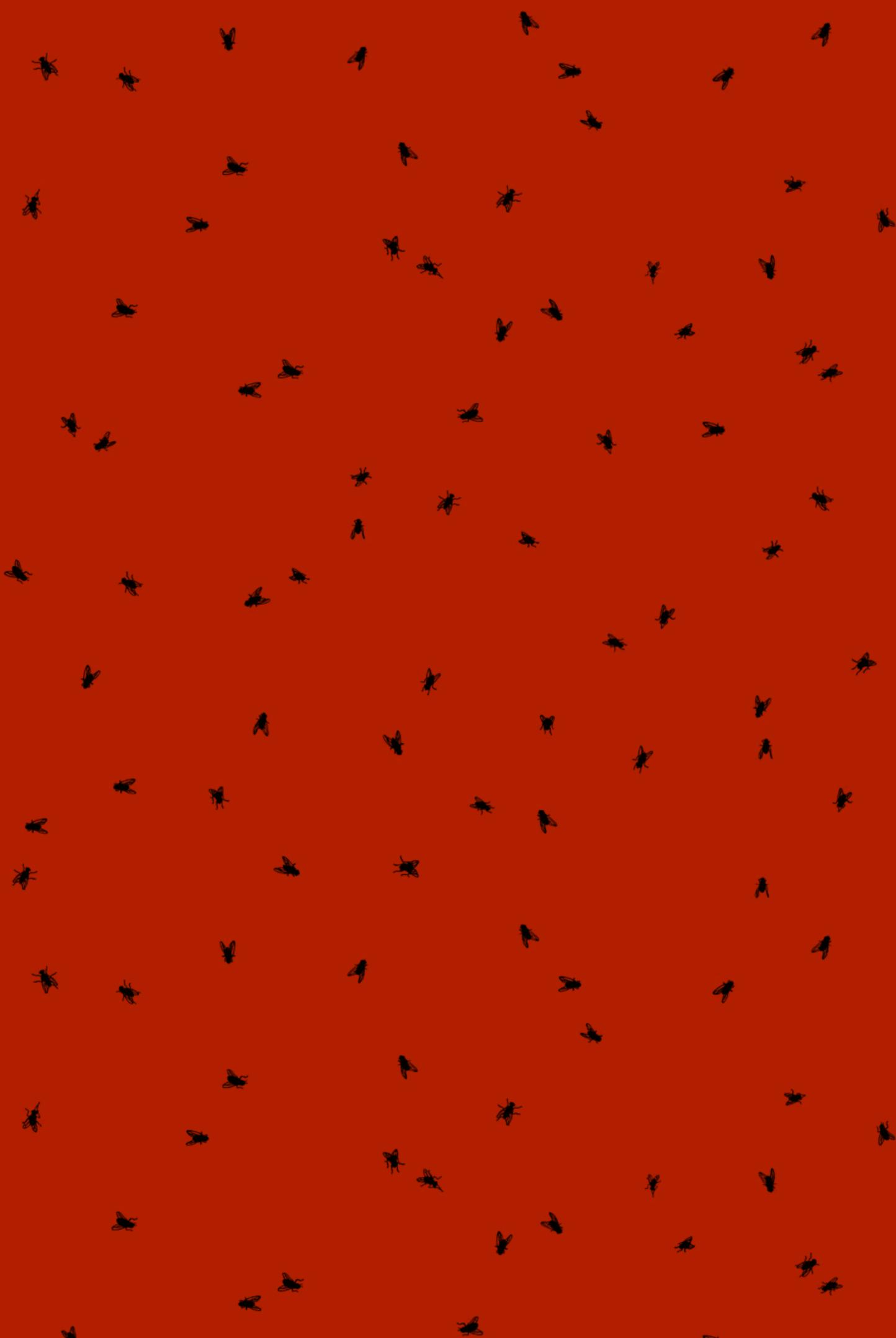


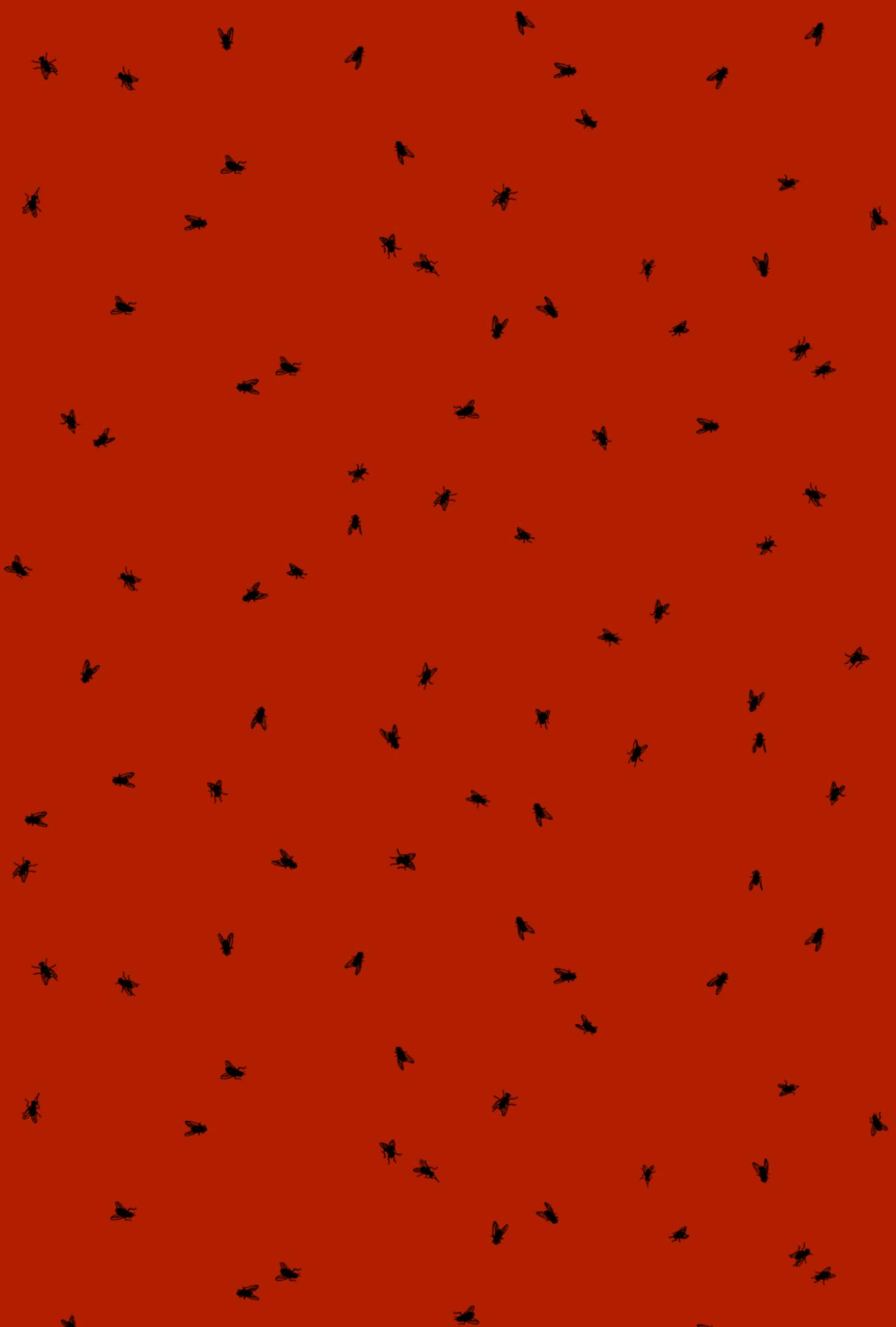












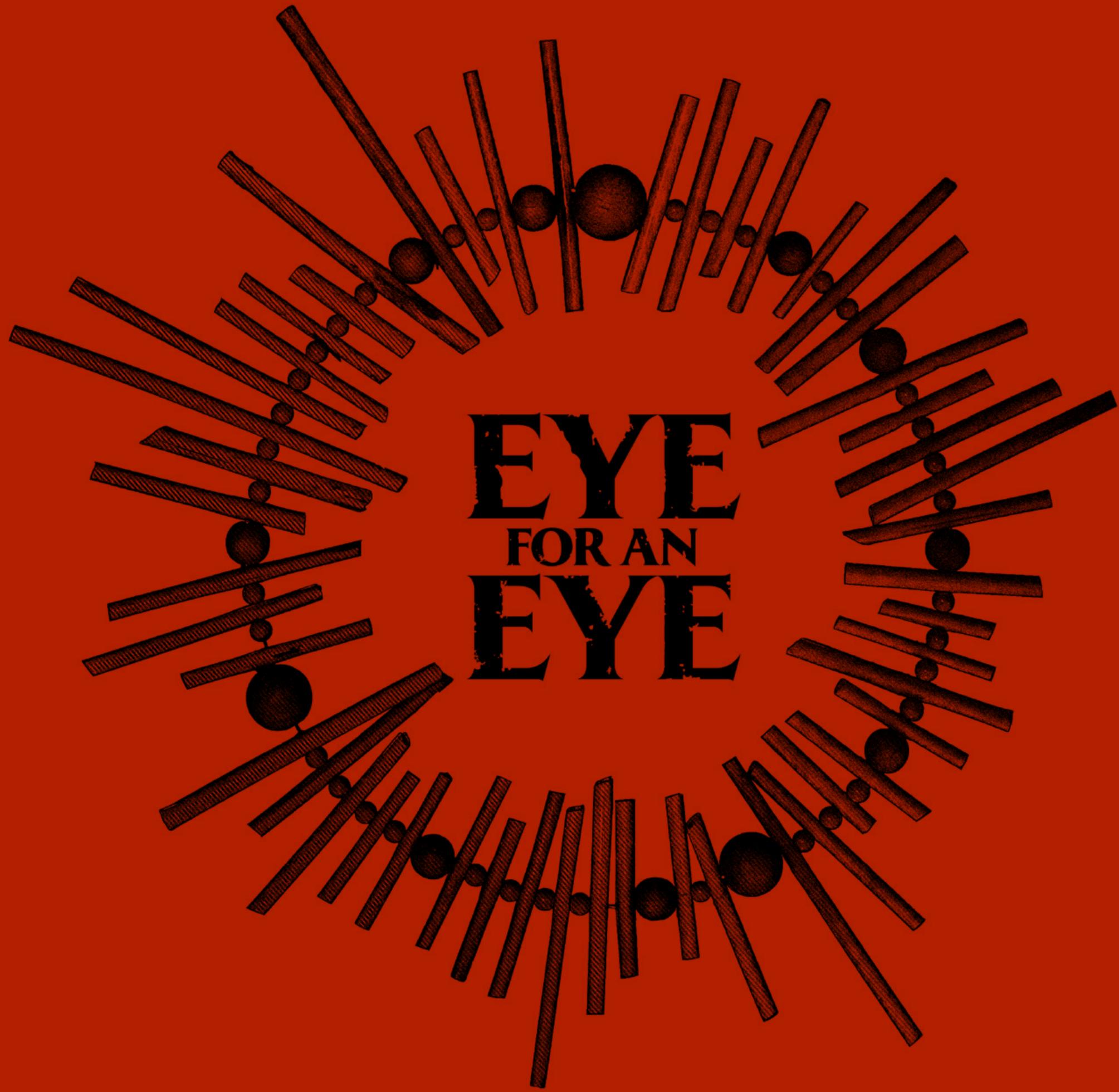












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