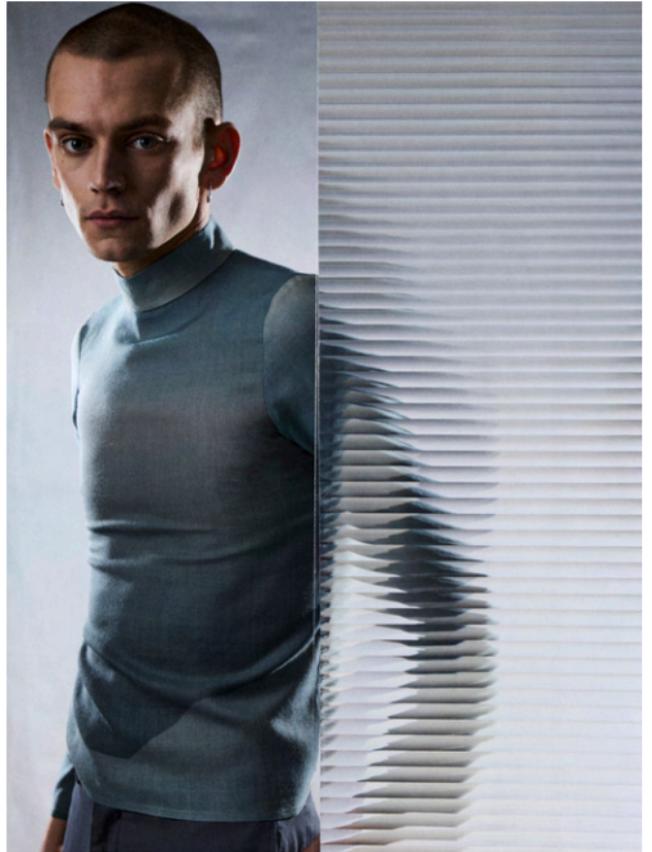


blue nude

Borealis Lookbook



Borealis Wool Mock Neck Top
Collaboration with Studio Cosmogram // RRP £158.00



Made in London



Nova Organic Cotton Zip Boilersuit

RRP £248.00



Made in London



Arctic Optic Hooded Raincoat

Collaboration with Studio Cosmogram // RRP £298.00



Made in London



Ursa Merino Wool Bouclé Hat

RRP £62.00



Made in England

Blue Nude

Blue Nude is a colour-forward slow fashion brand championing Made in London craftsmanship and environmental responsibility.

Each season, we collaborate with a different visual artist to explore global intersections of culture, nature, and design.

Founded in 2021, we set off to design colourful and art-informed fashion at an accessible price point.

In February 2025, we debuted with an on-calendar event, Art Party, at London Fashion Week.

In March 2025, we completed our participation in the British Fashion Council's Low Carbon Transition Programme, contributing data to a SME carbon policy report at the House of Lords.

We've been covered by media around the world, including Forbes, Cosmopolitan, Service95, Editorialist, and more.



Collection: Borealis

Borealis is Blue Nude's first unisex offering.

Inspired by the remote Arctic archipelago of Svalbard, Borealis explores light, isolation, and the fragile beauty of Earth's northernmost landscapes.

During her travels across Svalbard, Creative Director Katarina Protsack encountered a place of haunting contrasts between light and dark, stillness and storm, isolation and connection. From exploring the work of Norwegian painter Kåre Tveter, comparing his depictions of the Arctic to her own snowmobile excursions across the tundra, the senses and intensity of the polar environment are carefully translated into tactile, slow-crafted design.

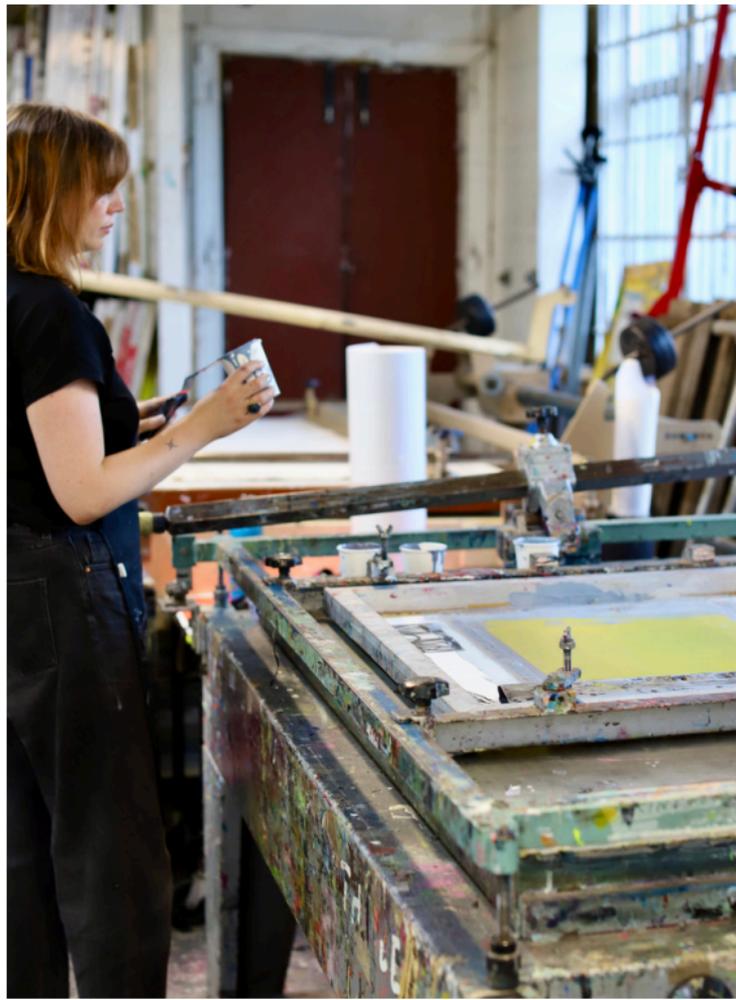
"Svalbard is fierce, solitary, angst-filled; it allows me to put my own existence in perspective. I have found reality here. And beauty." – Kåre Tveter



Artistic Collaboration:
Studio Cosmogram

Continuing the tradition of Blue Nude's seasonal collaborations, each with a different emerging artist, Borealis introduces Coline L'Achiver, founder of the visual art practice, Studio Cosmogram.

Known for her experimental graphic design and printworks, L'Achiver joined Protsack to explore Svalbard during the transition from polar night to midnight sun. Their shared fascination with subtle light shifts culminated in a series of ombré screenprints and solargraph studies which shift the collection's visual translations into textile form.



Artistic and Cultural Inspirations

Borealis reflects on paradoxes: a land without an indigenous human population, yet home to multinational settlements; a pristine wilderness marked by climate change and evolving industry. The collection channels the tranquility and tension of this scene, where land and sky merge into a singular horizon.

Colours from this journey are embedded within each design, where the soft blue of glacial ice, the muted and vast grey of distant mountains under aurora light, and the warmth of a shared fireside in the polar cold.







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