

## Blue Nude Announces Borealis, A Winter Meditation

A Slow Fashion Exploration of the Arctic Transition

*In Collaboration with Coline L'Achiver of Studio Cosmogram*



London, UNITED KINGDOM – **BLUE NUDE**, the Made in London colour-forward and earth-positive fashion brand, announces **Borealis**, an exclusive Winter collection and the brand'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: Coline L'Achiver of 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.

*"The fragility of the beauty and changing light summons something bigger than us," says Coline L'Achiver. "Each minute, the colours - the lights - the shadows, had something new to show us. We became determined to creatively re-create these stunning and meaningful scenes."*

### 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.

*"I aim to transmit unity, curiosity, and understanding through beauty. By raising awareness of these faraway climates and places it can make the world feel smaller, more relatable."* - Katarina Protsack, Creative Director, Blue Nude

## Colour and Textural Palette

Soft luminosity is expressed through icy glacial blue, mineral grey, frost white, and muted tundra hues. Fabrics carry tactile depth through merino wool, organic cotton, and recycled technical gabardine.

Borealis highlights both **Seaqual**, a yarn partly derived from recycled ocean plastic, and **rPET**, created from recycled consumer and household waste, such as plastic bottles. Each piece is designed to feel enveloping yet breathable, reflecting the majestic calm of the Arctic.

### **Borealis Wool Mock Neck Top**

£158 - 100% Wool

A fine-gauge merino top featuring an ombré landscape screenprint by Studio Cosmogram, derived from a photograph taken during a snowstorm in Svalbard.

### **Nova Organic Cotton Boilersuit**

£248 - 100% Organic Cotton

Inspired by a 1960s snowmobile suit seen in the Svalbard Museum, reinterpreted through the lens of Blue Nude.

### **Ursa Merino Wool Bouclé Hat**

£62 - 100% Wool

A sculptural reinterpretation of vintage Arctic headwear, referencing early 20th-century photographs from the Nordover Art Centre. The glamorous silhouette of Arctic fur headwear is reimaged without fur in a bouclé wool effect.

### **Arctic Optic Hooded Raincoat**

£298 - Technical gabardine: 70% Seaqual / 30% recycled polyester; lining: 100% rPET twill

The inner lining features a digital collage by Studio Cosmogram, based on a solargraph mapping of the sun's movement over Svalbard's horizon, transformed into a pattern of layered and refracted ice.

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## **ABOUT BLUE NUDE**

Founded by Katarina Protsack, Blue Nude is an emerging colour-forward designer championing *Made in London* craftsmanship and environmental responsibility. Each season, the brand collaborates with a different visual artist to explore global intersections of culture, nature, and design.

## **ABOUT KATARINA PROTSACK**

Raised in the Canadian Rocky Mountains and now based in London, Katarina Protsack draws on her diverse background in art, design, and sustainability to create fashion that reflects her deep appreciation for the natural world.

## **ABOUT COLINE L'ACHIVER, STUDIO COSMOGRAM**

Driven by semiotics and visual innovation, Coline L'Achiver and Studio Cosmogram's pursuit of experimental storytelling translates across creative mediums from printmaking and graphic design to the future of digital art.