



NORVEGR

Arctic down duvets

A JOURNEY TO TRANQUILLITY

A woman with long brown hair is wrapped in a white blanket, looking off to the side with a slight smile. She is on a beach at sunset, with the sun low on the horizon and its light reflecting on the water. The sky is filled with soft, golden clouds. The overall mood is peaceful and serene.

OUR BRAND STORY

FOUNDING STORY 2 | BRAND REASON 12 | BRAND VALUES 14 | BRAND CHARACTER 24 | BRAND EXPERTISE 34 |
BRAND SIGNATURES 36 | SOURCES OF INSPIRATION 48 | BRAND CSR 58 |



FOUNDING STORY

STENE LEGACY



Norvegr is the result of **three generations** of Stene family heritage. From **grandparents** to **children** and **grandchildren**, our story began in 1956, repairing down duvets in a traditional way. A commitment to the longevity of our products, prioritising reuse and rejuvenation, means we have always had **sustainable roots**. Our **enduring passion for excellence** has fuelled our growth into one of the world's finest suppliers of down bedding.



PIONEERING NORSE TRADITION

Norvegr echoes the **legacy of the vikings**; embracing the Norse **pioneering mindset**, and building upon **1000 years of enduring craftsmanship**.

The vikings' immeasurable **global influence** and their rich spirit of **cultural exchange** sets the trajectory for our brand ambition - to be the down duvet of choice **in all places, for all seasons**.

SCENIC INSPIRATION

We find inspiration in our homeland and the **stunning scenery of Norway**. The rugged, untamed beauty of the **mountains**; the vast canvas of **sky**; the frigid waters of the **fjords** and salty brine of the **sea**. These wild, often hostile backdrops highlight the **sanctuary of comfort** that is inherent in our products, elevating their appeal to something **otherworldly**. Our products evoke this contrast between the harsh elements and the soft luxuriousness of our down.

CUSTOMER-OBSESSED
CRAFTSMANSHIP

From the very beginning, a **commitment to craftsmanship** has been one of our primary driving forces. Everything we produce is **handmade** and individually cared for, stemming from our true **artisanal spirit**. We are customer obsessed. Our **heartfelt desire to please** means we have always delivered above and beyond expectation. We have an **endless aspiration to be the best** in everything that we do.

BRAND REASON

Qualified confidence
An assurance of quality
Global leaders in our field

Artisanal
Tailored and bespoke
A personal touch

Ancestry and heritage
Expertise drawn from
Norse tradition and a
family legacy'

Most iconic product
Origins of the brand

Journeys
Moving; emotionally
and physically
'The way to the North'

BRAND REASON

Peace, serenity
and relaxation
The feeling of a
sanctuary

Tactility and feeling
Comfort is our
sincerest inspiration

THE WORLD'S BEST DOWN DUVETS, CRAFTED WITH NORWEGIAN TRADITION TO TRANSPORT YOU TO NEW HEIGHTS OF COMFORT.



BRAND VALUES

LONGEVITY & REGENERATION

Every purchase with Norvegr is a **lifelong product**. From our iconic duvets to pillows and travel sets, each item can be **replaced and renewed**; becoming a **long-lasting** and intrinsic part of the fabric of your bedroom. Our refurbishment services mean that each product can stay with you for **up to half a century**, creating a circularly **sustainable business** model.

PERSONAL RAPPORT

From inspiration to aftercare, every step along the Norvegr purchasing path is defined by a sense of **personal care**. Customers are always interacting with **an individual**, not a company, and their purchase invites them to become a part of our **growing family** that **thrives on advocacy**. This sense of personal rapport and **heartfelt customer obsession** should always shape how we operate, regardless of how the brand grows.

NATURAL PURITY

With our heart firmly planted in Norway, we are guided by the **beauty of the natural world** and the **principles of purity** it teaches us. Our products showcase the very **best of the organic world**, and we **avoid the synthetic** in our sourcing and manufacturing. The result is a collection of bedroom products that are **never complicated**, and instead **shine in their simplicity**.

A photograph of a woman with long dark hair and two children lying in a bed with white linens. The woman is on the left, smiling and looking towards the children. The children are in the middle and right, also smiling. The bed has a wooden headboard and several white pillows.

ELEVATING THE ESSENTIAL

A photograph showing the silhouettes of a woman and a child walking together on a light-colored surface. The woman is on the right, and the child is on the left, holding her hand. The background is a soft, light-colored wall or screen.

We believe in **prioritising the basics** and making the fundamentals something unforgettable. At the foundation of the hierarchy of needs, **sleep, warmth and comfort** are among the most essential. We encourage our customers to **invest in themselves** and to understand that tranquil sleep and deep comfort are the ultimate indicators of **wellbeing**. With Norvegr the essentials reach unprecedented new heights of luxury.



BRAND CHARACTER

TRANSPORTIVE TRANQUILLITY

Our brand is defined by the notion that rest and peace have **the power to move us** physically and emotionally. We focus on conveying that magical, ethereal moment between **sleep and wakefulness**, when we feel true bliss and contentedness. Our products **travel with our customers** as they move through life's milestone moments, **setting the scene** for their moments of **rest and repose.**

UNCOMPROMISING QUALITY

Norvegr aspires to be the **best of the best** in every facet of our business. Drawing from our **legacy of Norse craftsmanship**, we ensure we use the very best products and combine **ageless tradition** with **cutting-edge thinking** to ensure our products are without parallel. Our **obsession with quality** shapes every aspect of who we are - from marketing and advertising, to customer aftercare.

ENDURING SEASONALITY



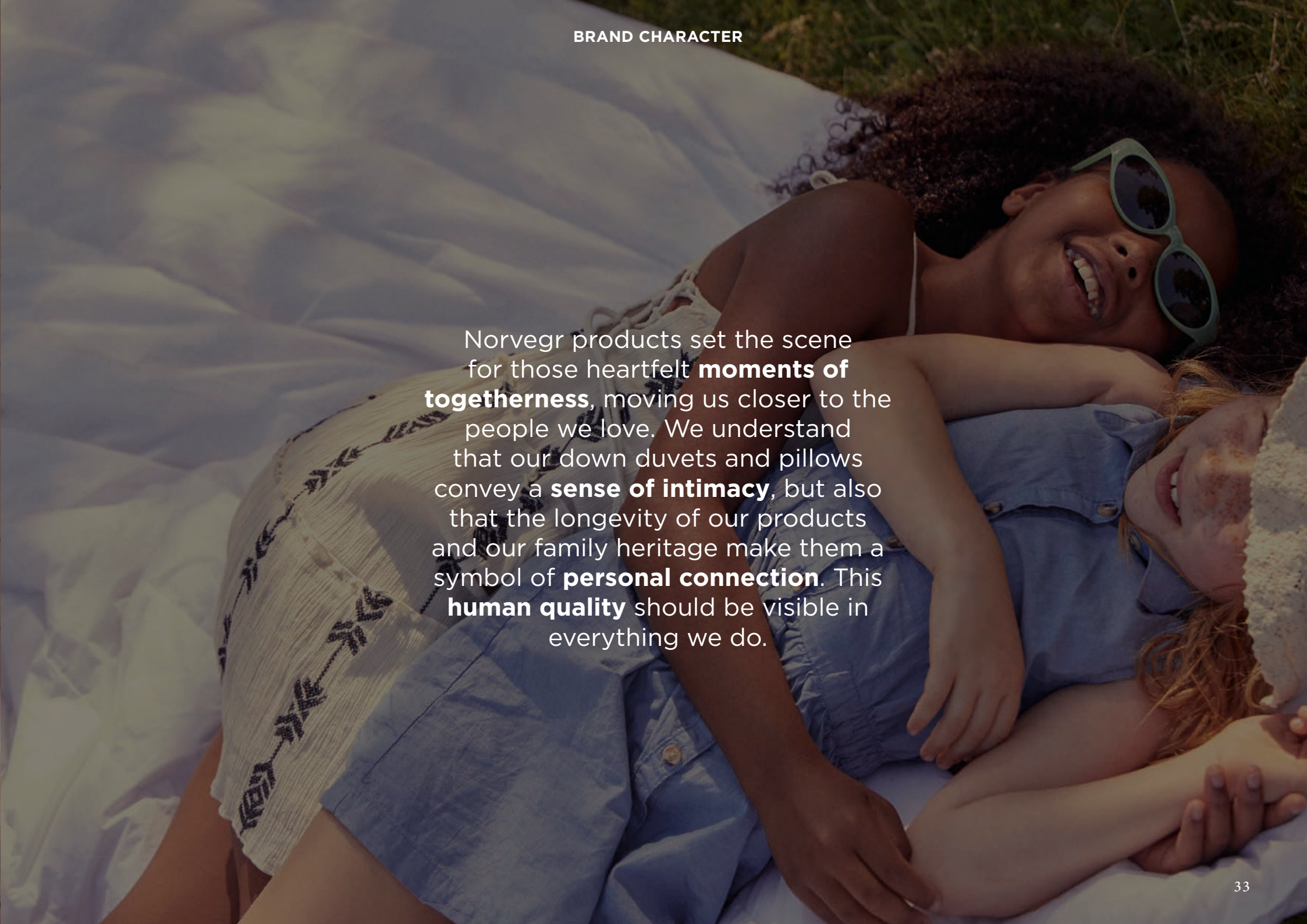
Our products are designed for **all places, all seasons and all ages.** Our down duvets and pillows are just at home in helping people feel **warm in the winter** as they are helping them feel **a cool comfort in the summer.** The longevity of our quality craftsmanship and our ethos on rejuvenative repair ensure Norvegr is seen as something **ageless and enduring.**



SHARED COMFORT



Norvegr products set the scene for those heartfelt **moments of togetherness**, moving us closer to the people we love. We understand that our down duvets and pillows convey a **sense of intimacy**, but also that the longevity of our products and our family heritage make them a symbol of **personal connection**. This **human quality** should be visible in everything we do.



Sense of movement
Longevity
'The Way to the North'

Rest and relaxation
Deep comfort
A personal sanctuary

Global outlook and ambition
Pioneering Norse heritage
and sensibility

Ideal for all year round
Masters of the weather
and the elements

A family item
Shared comfort
Ageless and enduring
products

A JOURNEY TO TRANQUILLITY. FOR ALL PLACES,

ALL SEASONS, ALL AGES





BRAND SIGNATURES

OUR NAME & LOGO

Norvegr means **'The Way to the North'**. The name, it's meaning and our logo - a front view of a traditional Viking longship - are all hallmarks we use to underline our **Norse heritage** and the feeling of being transported to a **world of heightened comfort** and tranquillity. They become a shorthand for everything that our brand conveys, as well as a **stamp of assured quality**.

TIMES OF TRANSITION

The peak of relaxation - the moment **between being asleep and awake** - is very important to the Norvegr brand. It is at these times that the bed becomes the **most comfortable place in the world** and a true sanctuary. In our imagery and design we should convey those **in-between states** to reflect that sense of transition - **the dawn and the dusk**, movement between the cool and the warm, and those **milestone moments of change** shared between families and friends.

AS LIGHT
AS A CLOUD

In customer feedback, Norvegr products are consistently praised for providing a feeling of **floating on a cloud**. The unique design of our down duvets makes them **refreshingly light**. That feeling should be something we capture in all of our branded material and photography, conveying a sense of **breezy buoyancy** and **natural brightness**, to reflect the experience of our products.

NATURAL TEXTURES & TACTILITY

As part of our commitment to **natural purity**, we use the very **best of the organic world** in all of the products that we create. This obsession with the natural world should shine through our visual identity - focusing on the **softness of down** and the **textures of the untamed world**; rock, grass, salt and sea. Photography should have a strong tactile quality, with textured imagery creating an **invitation to touch**.

CHANNELS FOR BREATHABILITY

Norvegr products are uniquely designed with **channels for breathability** - this is what makes them so light, and suitable for all seasons. That feeling of **space and freedom** should be reflected in our brand identity. We should use a **balance of space** in all designed elements, guided by a philosophy that avoids heaviness and champions **succinct simplicity**. We should be light on text to provide multiple **moments to pause** and reflect.



SOURCES OF INSPIRATION

HUMAN CONNECTION

Our products set the scene for many moments of **shared togetherness**.

The intimate comfort of a couple drifting to sleep, families spread out on duvets on **lazy afternoons**. The longevity and rejuvenative nature of our business model mean our products attain **heirloom status** - exceptional gifts handed down generation to generation.

We find inspiration in these scenes of **communal connection**, and it further underlines the importance of **personal rapport**.

CULTURE OF SLEEP

We hold reverence for the **sanctity of sleep**. With each passing day global understanding grows, appreciating that good sleep is the foundation of **good wellbeing**. Norvegr is invested in the **science of sleep** and dreaming, ensuring a **qualified expertise** in our offering. We are guided by **hypnagogic and hypnopompic** moments - the states between being asleep and awake, when imagination reaches its peak.

NORSE EXPLORATION

Building upon the **legacy of the vikings**, we continue to champion the spirit of norse exploration. We have an **adventurous soul**, revelling in the beauty of new landscapes and **unexplored horizons**. Our **pioneering mindset** allows us to keep our roots in tradition but cutting-edge in our scientific understanding. Viewing **sleep as a transportive experience** results in a love for movement and journeys, echoing the importance of our name - 'the Way to the North'.

SALT, ROCK, SEA AND SKY

We love the **rugged beauty** of the natural world and those enduring **Scandinavian scenes**. By focusing on the **power of the elements**, the comfort and sanctuary of our products reaches new levels through contrast and comparison. We love the **salt and brine** of the ocean. The **crisp surf** of the frigid Norwegian fjords. The canvas of a **climactic sky**. The **drama of the mountains** and the tactility of rock. We conjure these Norse images through our visual identity and through our products.



BRAND CSR

BRAND CSR

At Norvegr we believe in **one specific issue** that resonates with our brand identity and take steps that will make **a real difference**. By making the **sanctity of sleep** our sole mission, we can pursue many different avenues of charity: **shelters** for the domestically misplaced, mosquito nets for those in need, medical research in **sleep conditions**, or even **anti-stress and mindfulness** charities.

By bringing it back to the quality of sleep, we make a circular model for our social responsibility.

ETHICALLY SOURCED, SUSTAINABLY DESIGNED, CARBON OFFSET

Customers have a **vocal expectation** that brands are pursuing an environmental and socially responsible business model. Norvegr fits that criteria - the **longevity** of our products, our **reusable, rejuvenative model**, and the **ethical sourcing** of our down is championed.

We continue to pursue other ways to ensure our sourcing is ethical and sustainable. As a company that draws so much inspiration from our environment, we are clear that we are **doing everything we can to protect it.**

