

A man with short, light brown hair and a friendly smile is the central figure. He is wearing a blue checkered blazer over a light-colored shirt and a blue checkered vest. He is sitting on a dark leather bar stool at a bar with a white marble countertop. In his right hand, he holds a snifter glass filled with a golden liquid. The background is a dark wood bar area with shelves of books and decorative items. The lighting is warm and focused on the man.

ERLA®

SPRING SUMMER 2020

# Swedish fashion since 1892. Tailored for the discerning modern man.

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Erla of Sweden is a revitalized continuation of the classic textile brand Erla, which originated in 1892. Based in Borås, a city renowned for its strong textile heritage, Erla of Sweden designs and develops high-quality men's fashionwear made of selected fabrics from well-known mills. In addition, we offer efficient and flexible logistics, including in-season replenishment and delivery within 24 hours. Tailored for the discerning modern man, our distinguished garments combine striking design with exceptional comfort.





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