

GalagowWear

STREETWEAR HAS IT'S ORIGINS IN SKATE AND SURF CULTURE AND IS A COMMON DENOMINATOR FOR THE URBAN SUBCULTURES. STREET FASION HAS TAKEN OVER AS A WAY TO EXPRESS FEELINGS AND OPINIONS DURING A PERIOD WHEN "STREET CULTURE" HAD NO VOICE IN THE MEDIA. FASHION WAS A WAY TO EXPRESS VIEWS AND TAKE PLACE IN A SOCIETY THAT DIDN'T LISTEN. LARGE COMPANIES HAS TRIED IN MANY WAYS TO MAKE STREETWEAR MAINSTREAM BUT STILL TODAY THE CULTURE HAS MAINTAINED THEIR ORIGINAL ROOTS

The Story

GALAGOWEAR WAS FOUNDED IN 2007 AND HAS SINCE THEN WORKED TO COMBINE FASHION WITH STREET CULTURE. T-SHIRTS AND HOODIES FROM PAST COLLECTIONS HAVE MAINLY BEEN CHARACTERIZED BY INFLUENCES FROM THE AMERICAN STREET FASHION. THE CURIOSITY FROM THE PUBLIC HAS BEEN BIGGER THAN EXPECTED AND PEOPLE FROM DIFFERENT PARTS OF THE CULTURE HAS CELEBRATED GALAGOWEAR, MAINLY FOR THE GOOD DESIGN, BUT ALSO FOR INNOVATION OF A SWEDISH-PRODUCED STREETWEAR BRAND. DURING THE SHORT PERIOD OF TWO YEARS GALAGOWEAR WENT FROM MAKING A FEW T-SHIRTS TO THEIR OWN WEBSHOP, TO PRODUCE ENTIRE COLLECTIONS AND DELIVER TO DEALERS ALL OVER SWEDEN. WITH THE NEW COLLECTIONS GALAGOWEAR STEPS UP FROM STREET LEVEL AND CHALLENGE THE FASHION INDUSTRIE WITH A MORE REFINED URBAN DESIGN.

GALAGOWEAR CALL THEM SELF "SWEDEN'S FINEST" AND INSTEAD OF PROCEEDING CAREFULLY AND APOLOGIZE FOR THEIR EXISTENCE AS MANY COMPANIES DO TODAY, GALAGOWEAR IS PUSHING FORWARD AND WANT TO BE EVERYWHERE. THROUGH DIFFERENT MARKETING METHODS, PARTNERSHIPS WITH OTHER COMPANIES, ARTISTS, SKATE TEAMS, CLUBS AND THEIR OWN ENTERTAINMENT COMPANY (WWW.THATHYPE.COM), GALAGOWEAR TAKES STREET CULTURE TO A NEW LEVEL IN SCANDINAVIA.

"GALAGOWEAR IS MORE THAN JUST A "CLOTHING LINE", IT`S THE WAY WE HAVE CHOSEN TO LIVE." - PATRIK (GALAGOWEAR)

"WE SEE EACH COLLECTION MUCH LIKE AN ALBUM, WE WANT PEOPLE TO REACT AND TO SEE SOME FORM OF MESSAGE, EVEN IF IT`S JUST A TRIBUTE TO NICE STREET DESIGN OR SOCIAL CRITICISM" - NIKLAS (GALAGOWEAR)

FOR MORE INFORMATION SEE WWW.GALAGOWEAR.COM

NIKLAS ALÉN - VD, DESIGN
0733763098 OR
NIKLAS@GALAGOWEAR.COM

PATRIK ALÉN - MARKNADSFÖRING, SÄLJ
0735112859 OR
PATRIK@GALAGOWEAR.COM

COMBINING FASHION WITH STREET CULTURE