



BAIRD GROUP ANNOUNCE MELKA RELAUNCH

Established over 70 years ago, Melka of Sweden carries on its legacy of thoughtfully designed pieces for the modern man. This October, Melka announce a new launch of the brand for a new era in menswear.

The 33-piece collection has its roots firmly within the Swedish aesthetic. Simple, well thought out pieces in an easy to wear colour palette come together to create an infinite combination of wardrobe staples for the modern man. Melka believe in the idea of having quality staple icons that form the basis of any outfit with seasonal 'wardrobe transformers' that elevate an outfit. Moving away from the churn of fast fashion Melka aims to offer timeless styles that live beyond a seasonal fad. Attention to detail, cut and fabric is at the heart of every piece. Key influences are Swedish utility details and our heritage in shirting.

Peppered with nods to its archive like the cotton navy mac and the classic button-down striped shirt, the collection also injects modern influences into the fold; the Breton top in soft cotton, the bright moss green knitted cardigan and the statement workwear jacket in tartan check.

The entire collection is underpinned with a strong core of basics with long sleeve t-shirts cut from 100% cotton and fine 100% merino knit jumpers. The collection aims to be an essential part of a carefully curated wardrobe. We are authentic and honest with a clean, yet soft, aesthetic.

'It's never felt like a better time to re-introduce Melka to the current market. With consumers looking for a genuine connection with brands and education and awareness of fast-fashion and consumerism on the rise, we wanted Melka to provide those wardrobe 'transformers', the staples to last season to season, and a collection which has been designed with thought and care. With such a diverse and rich product and brand heritage, the Melka brand has a great story to tell and one we hope will resonate with a new generation. With its looks and ethos firmly based on the Swedish aesthetics the brand is back on the map.'

- Kevin Stone. Group Sales & Marketing Director, Baird Group.

**For further press enquiries
please contact Charlotte Jackson,
Marketing Manager, Baird Group.**



ABOUT THE BRAND

Melka was founded in 1946 by the Swedish company Molnlycke, Melka stands for Molnlyckes Eget Lilla Konfektions Aktiebolag which simply translated means Molnlycke's own little garment industry!

During the Autumn of 1946, the operation began. Melka's first item of clothing for sale was a pair of pyjamas, and the stage for them was, literally, a closed down theatre in Falkenberg.

Following this, Melka grew considerably. Pyjamas were joined in the range by shirts and, then entire collections for everyone in the family: men, women and children.

Ten years after it had begun, the small clothing company had 2,200 employees making more clothes than there were consumers. Sweden was too small. Europe was waiting.

Soon, Melka factories were popping up on the continent, first in Holland and then in Portugal and in Finland. At the end of the 1960s, Melka streamlined the business and laid the foundations for the brand. The children's and ladies' collections were discontinued and instead they invested everything on clothes for the modern European man.

Melka's heritage is derived from the efforts of a lot of dedicated people who carried the brand forward over the last 70 years, from a basic clothing supplier for the family in the 40's and 50's to a major multi national menswear brand in the 60's. In the 70's Melka was regarded as one of the leading fashion brands of Europe and entering the international Fashion Council in Geneva as the only Scandinavian brand. Melka continued to play a major part in the menswear fashion world through the 80's and 90's with continuing growth and significant return on investments for the owners.

In 2019 Melka has regenerated for a new era. With its roots still firmly based on the Swedish outlook on life, the new collection is designed with care and attention. Classic and staple pieces create a transitional wardrobe for the modern man.

