



SPRING  
2017

OLEANA

CELEBRATING 25yrs

# OLEANA 1992 - 2017

## 25 YEARS!

Our biggest dream was to prove that it could be possible to produce beautiful clothing in high cost country like Norway. We really wanted to make an effort investing into the very best designs and sustainable qualities. We wanted to create new jobs and good working environment where people could be happy and develop personally. We had so many ideas and dreams that we wanted to realize.

25 years later, we are proudly presenting the New Spring Collection to our customers all over the world. All created by Oleana's own designer, Solveig Hisdal.

OLEANA IS ALIVE AND WE STILL WANT TO THINK BIG THOUGHTS!

Signe Aarhus  
co-owner & co-founder



333Y Cardigan \$517  
334Y Shawl \$225  
335Y Wristlets \$76



333Y Cardigan \$517  
335Y Wristlets \$76  
310Y Top \$320  
88QG Skirt \$570

4 THE NORDIC SHOP



333Q Cardigan \$517  
335V Wristlets \$76  
310R Top \$320  
88K Skirt \$570

800-282-6673 5



333B Cardigan \$517  
335Y Wristlets \$76  
310Y Top \$320  
88QG Skirt \$570

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310Y Top \$320  
88QG Skirt \$570

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# OLEANA Spring 2017 25 YEARS!

The inspirational Spring/Summer Collection, designed by Solveig Hisdal, has all the colorful, historic and floral elements that is her personal signature. We are proud to say that all of our products are knitted and sewn in our own factory on the fjord in Ytre Arna, Norway where the textile industry began in Norway back in 1846.

Oleana is certified as an Economusee. This means we are a member of an international network of enterprises producing traditional and contemporary products with age-old techniques that are open to the public. Think of it as an open living history museum like Williamsburg in Virginia. Where you can watch the entire process of creating our beautiful Oleana products.

Come and witness the story of Oleana.  
We Welcome You!

Signe Aarhus  
co-owner & co-founder



333Y Cardigan \$517  
310Y Top \$320  
335Y Wristlets \$76



332AV Cardigan \$517  
309A Top \$320  
89QG Belt \$120  
88K Skirt \$570



332QV Cardigan \$517  
309K Top \$320  
89QG Belt \$120  
88K Skirt \$570

## The Nordic Shop Celebrating 25 years of Oleana in our Store

We were on a Buying Trip back in the late autumn of 1992 when we discovered Oleana. We were out for a walk in the area that would become Aker Bryggen before dinner and found an interesting display of unique sweaters and accessories. They were in an outdoor display sponsored by the Society of Norwegian Handwork. We found someone who gave us their contact information and ever since then we have carried the entire Collection of Oleana in The Nordic Shop.

We created a special Oleana Boutique in our store so our customers could experience Oleana. More importantly we have a staff of Oleana Experts that can answer any of your Oleana questions and assist you with your selections.

We look forward to the next 25 years with Oleana and wish them Happy Anniversary!



332F Cardigan \$517  
309F Top \$320  
88F Skirt \$570



332F Cardigan \$517  
334F Shawl \$225  
335F Wristlets \$76



333Q Cardigan \$517  
334V Shawl \$225  
335V Wristlets \$76





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330Q Cardigan \$567  
89QG Belt \$120

800-282-6673

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327B Cardigan \$567  
309B Top \$320  
321B Skirt \$410



425Q Cardigan \$460  
309B Top \$320  
321B Skirt \$410

# 2017 OLEANA Spring Collection

## SILK & WOOL

Cardigan 327  
\$567  
B - Beige

Cardigan 330  
\$567  
Q - Light Blue

Cardigan 331  
\$475  
V - Pink

Cardigan 332  
\$517  
F - Blue  
AV - Coral  
QV - Lt Blue/Pink

Cardigan 333  
\$517  
B - Beige  
Q - Light Blue  
Y - Yellow/Green

Top 310  
\$320  
Y - Yellow

Shawl 334  
\$225  
F - Blue  
V - Pink  
Y - Yellow/Green

Wristlets 335  
\$76  
F - Blue  
V - Pink  
Y - Yellow/Green

## ALPACA

Cardigan 425  
\$460  
Q - Light Blue

## LINEN

Skirt 88  
\$570  
F - Blue  
K - Cerise  
QG - Blue/Green

Belt 89  
\$120  
F - Blue  
K - Cerise  
QG - Blue/Green

3331V Cardigan \$517  
309K Top \$320  
89QG Belt \$120  
88K Skirt \$570

To reach one of our OLEANA Specialist please call weekdays between 9:30 - 5:30 central time.

Toll Free: 800-282-6673

Customer Service: 507-285-9143

Help us Celebrate OLEANA's 25th Anniversary by sharing with us a photo of you in your Favorite Oleana Sweater.

@TheNordicShop Facebook  
info@TheNordicShop

We will post your photos on our Facebook Page and on our New Website which will launch this SPRING.



## **The Nordic Shop**

**111 S Broadway, Skyway Level  
Shops at University Square  
Rochester, MN 55904**