



200 KM NORTH OF THE ARCTIC CIRCLE

ICEHOTEL

KIRUNA SWEDEN

Conventional photoshoots don't do it for Blåkläder. Instead, we like to seek out the most extreme settings to let our clothes show what they stand up to. And so, this time, we took off for the Swedish village of Jukkasjärvi, 200 km north of the Arctic Circle, to the coldest, darkest spot on the planet. All to get sensational shots of our new winterwear.

Few people have personally experienced the ice hotel in Kiruna, but it's a must. One-of-a-kind frozen accommodation and an art exhibition made of snow and ice. Icehotel is located right by the Torne River and boasts twenty suites, an ice bar and a gallery. A setting where the icy winds, whirling snow and biting cold are par for the course.

"The staff at Icehotel don Blåkläder as their workwear day-in, day-out, and posed as our models for this photoshoot. It doesn't get more authentic," enthuses Kalle Larsson, Head of Marketing.

In winter, the extreme cold makes tough demands of people, but also of their technical gear. North of the Arctic Circle, the cold hits hard, and high-performance garments are critical for people out in the elements. Garments that are breathable but that also keep the wearer warm are vital, since perspiration can freeze in no time and cause frostbite. Which is why people working in exceptional environments who are already used to wearing Blåkläder make such a credible and convincing case for the high performance of our garments.



FACT

- The world's first ice hotel
- Icehotel is built of 5000 tonnes of natural ice from the Tärne River, and when the ice melts in spring, the water flows back into the river.
- The ice are stored in ice halls that are cooled with solar cells until construction begins in October.
- 10 second water flow in the Tärne river gives about 4000 tonnes of ice.
- With the help of construction technology, the indoor temperature of Icehotel is never below -5 degrees. Outside, the temperature can fall to -40.

“IT FELT LIKE MY FINGERS WERE ABOUT TO FALL OFF”

"I remember one photo session we did with a dogsled when the temperature dipped to minus 23 degrees. To get those pictures, we had to ride a snowscooter in front and shoot backwards. There was no way we could wear gloves, because we had to be fast and dexterous. When we were done, it felt like my fingers were about to fall off," recalls photographer Robert Elmengård.

For the phototeam, the cold wasn't the only challenge; they also had the dark to contend with. Because that far north, they only get 2-3 hours of daylight a day. Efficiency

and teamwork were crucial for getting all the shots we'd planned.

"Extreme cold environments are a stunning experience, and we wanted to capture that on camera. We shot both indoors and out to get all the details of the location – the smoky plume of freezing breath, iced-up lashes, masses of whirling snow and a vast horizon beneath a red-tinged sky. You can only admire the skilled workers with their frozen beards who work by the light of floodlights to carve the ice using only hard graft and a pickaxe," says Kalle.