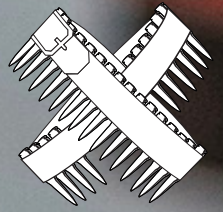




AN ODD &
BEAUTIFUL
STOCKHOLM
STORY



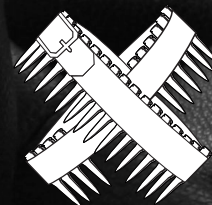
Question...WHY WOULD ANYONE DARE CREATE A MEXICAN INSPIRED CLOTHING BRAND IN STOCKHOLM?



Answer...BECAUSE THAT'S EXACTLY WHO WE ARE!

Our founder Alberto Cisneros, a Mexican national, has called Stockholm his home since the early 2000's. His job as a business executive took him often to Milan, Italy. In the fall of 2012, in an otherwise uneventful trip, two unconnected events triggered the creation of División del Norte Outerwear. The first one was Alberto's need for a new coat for the upcoming Scandinavian winter. His then current coat was of average quality and was beyond repair. While walking next to a shop he saw a coat that had the features he wanted. Went in, tried it out and much to his chagrin the shop didn't have the right size in stock. He took a pic of the label and assumed he could get in Stockholm or on the internet upon his return. He left the shop and headed to the airport. The second event happened on that flight back home to Sweden. While in his seat, in the seat pouch in front of him, a previous

traveller had left a magazine. Alberto began browsing thru it and got engaged by a piece describing the environmental damage that the fashion industry created year after year. The article talked about the "throw away culture" that has steered consumption trends in the last decades. Buy a garment for a special event, another one for work, another one for leisure, another one for a special outfit, buy often and buy cheap. The same goes with other garments, shoes, devices and practically all items consumed. Low quality, ephemeral products oblige the factories to churn out huge volumes of product, that require huge volumes of raw materials, that leave behind huge volumes of residuals, leaving an enormously harmful footprint on our environment...



This bothered Alberto....So, thru divine intervention or thru the effect of some potent drink taken during the flight, the clearest path forward somehow became to make premium quality jackets. Upon arrival, Alberto contacted the jacket company that made the product that he was interested in. He proposed to distribute their products in Scandinavia. The person answering the phone in Italy dismissed him, but did mention that the "Head Tailor" of the factory was about to leave the company and start an own workshop. Perhaps he would be interested in collaborating with him...The connection was made and sure enough, as a new entrepreneur the individual needed all the clients he could get. He just had one condition for Alberto: "You need to create your own brand, as I will focus only on manufacturing premium products for other brands". Condition accepted. The name División del Norte was registered (Alberto is a native of the Northern city of Torreón), the now notorious logo was created

and the wheels began to turn. Alberto's aim was to conceive a jacket that could be used every day, for many or all occasions. And, if after many years of service, the jacket needed mending, División del Norte would encourage clients to go to a local tailor and mend it. División del Norte wanted its jackets to become a replacement for 5, 7, 10 units that a client would otherwise buy over the lifespan of one DDN jacket.

The line of thought was: What can we create that the owner would want to wear over and over again? What style can be flexible and timeless enough to be adequate for every-day-all-day use, a casual night out AND a special night out? What can we create that appreciates over time?...Then came other questions: What materials do we need? To conceive such a jacket, no compromise could be made with the materials employed nor the craftsmanship.

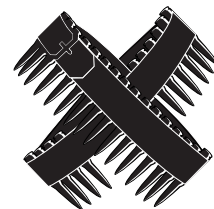


The intention was that every DDN product became an object of affection and a true investment for its clients. Investment on themselves and on our environment. DDN wants its products to be a manifest in favor of the new age of consuming long lasting quality items. Then it was time to think about the distribution channel. Alberto soon realized that a conventional route thru retailers and physical shops would force the product to be between 50% and 60% more expensive. The decision was made to go directly to the customer via internet to offer the best possible product at the best possible price. We hope our line of thought can inspire others to follow. Thus, División del Norte was born. Let's see where the future takes us.

WELCOME TO JOIN THE RIDE...

CENTAURO COATS

Italian craftsmanship at its finest.



CENTAURO VELA BLUE

- Lightweight premium quality nylon weave. Outstanding water and wind resistance
- Premium quality cashmere lining made by Loro Piana
- Goose down filling (sourced from deceased geese)
- Removable badge. Put on or take off at will. Anywhere on the garment
- Double ended, chrome stainless zipper ('best in test' quality)
- Laser engraved pullers w/DDN logo
- Detachable nylon and cashmere hood
- Professional cleaning advised
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Hand-made in Italy
- Optimal temp. range +10° to - 25° (+50° to -13° Fahrenheit)



SPORT FABRICS
Loro Piana

CASHMERE LINING
Loro Piana

REMOVABLE

INTERCHANGEABLE

REMOVABLE

WATERPROOF

GOOSE DOWN INSULATION

ZIPPERS AND BUTTONS
COBRAC

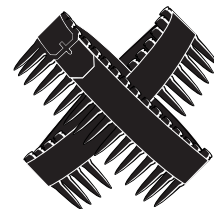
WORLDWIDE RESPONSIBLE
WRAP
ACCREDITED PROMOTION

CRUELTY FREE

PROFESSIONAL CLEANING ADVISED

SUITABLE FOR WINTER

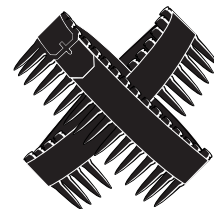
MADE IN ITALY



CENTAURO DEER BLACK

- Premium quality thick deer skin
- Premium quality cashmere lining made by Loro Piana
- Goose down filling (sourced from deceased geese processed for their meat)
- Removable badge. Put on or take off at will. Anywhere on the garment
- Double ended, chrome stainless zipper (best in test quality). Laser engraved pullers w/ DDN logo
- Detachable deerskin and cashmere hood
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Professional cleaning advised
- Hand-made in Italy
- Optimal temp. range +10° to - 25° (+50° to -13° Fahrenheit)





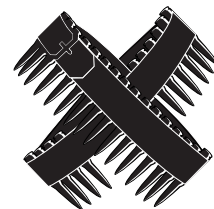
CENTAURO RAINCOAT

- The ultimate raincoat
- Thick nylon weave. Same thickness as sail nylon. Outstanding wind and water resistance
- Premium quality cashmere interior vest (detachable). Made by Loro Piana
- Removable badge. Put on or take off at will. Anywhere on the garment
- Double ended, chrome stainless zipper ('best in test' quality)
- Adjustable interior waist band
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Professional cleaning advised
- Hand-made in Italy
- Optimal temp. range +10° to - 25° (+50° to -13° Fahrenheit)



YUNCLER JACKETS

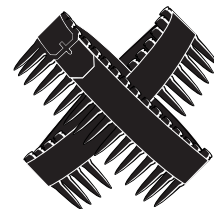
Biker cut lambskin shells



YUNCLER CLASSIC

- Premium quality Lambskin. Smooth Finish
- 'Biker' cut
- Removable badge. Put on or take off at will. Anywhere on the garment
- Anterior forearms and pockets w/stainless zipper
- Fine cotton lining
- Shell (no filling)
- Professional cleaning advised
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Optimal temp. range +20° to +5° (+68° to +41° Fahrenheit)





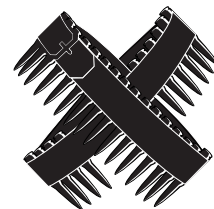
YUNCLER

- Premium quality Lambskin. Smooth Finish
- 'Biker' cut
- Removable badge. Put on or take off at will. Anywhere on the garment
- Anterior forearms and pockets w/stainless zipper
- Fine cotton lining
- Shell (no filling)
- Professional cleaning advised
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Optimal temp. range +20° to +5° (+68° to +41° Fahrenheit)



DE MAYRAN JACKETS

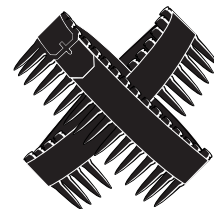
Amazing shells for fall, spring and cold summer nights



DE MAYRAN RAW

- 100% Premium quality thick lambskin. No pigment used after tanning (Raw). Matt finish
- Premium quality cotton lining
- Removable badge. Put on or take off at will. Anywhere on the garment
- Removable interior collar
- Double ended 'Best in test' quality stainless zippers. Pockets w/stainless zippers
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials...)
- Professional cleaning advised
- Shell (no filling). Ideal for Spring, Fall and cold Summer nights
- Optimal temp. range +20° to +5° (+68° to +41° Fahrenheit)





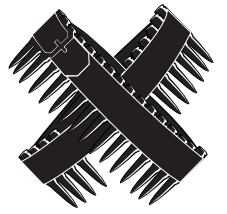
DE MAYRAN NUBUCK

- 100% Premium quality thick nubuck lamb-skin. Smooth, matt finish
- Premium quality cotton lining
- Removable badge. Put on or take off at will. Anywhere on the garment
- Removable interior collar
- Double ended 'Best in test' quality stainless zippers. Pockets w/stainless zippers
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials...)
- Professional cleaning advised
- Shell (no filling). Ideal for Spring, Fall and cold Summer nights
- Optimal temp. range +20° to +5° (+68° to +41° Fahrenheit)



CANANA COATS

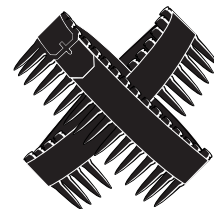
Outstanding quality and value. Tough and beautiful



CANANA ULTRA BLACK

- Premium quality thick lambskin
- German made, fast-action, single-handed-magnetic buckle on chest pocket
- Primaloft filling (The thickest/warmest in the Primaloft assortment)
- Removable badge. Put on or take off at will. Anywhere on the garment. Removable reflective target on the neck
- German made, Double ended, chrome stainless zipper (best in test quality).
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Professional cleaning advised
- Optimal temp. range +10° to - 25° (+50° to -13° Fahrenheit)

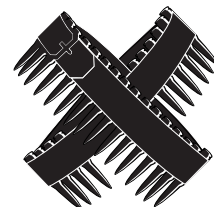




CANANA BROWN COAT

- Premium quality thick lambskin
- German made, fast-action, single-handed -magnetic buckle on chest pocket
- Primaloft filling (The thickest/warmest in the Primaloft assortment)
- Removable badge. Put on or take off at will. Anywhere on the garment. Removable reflective target on the neck
- German made, Double ended, chrome stainless zipper ('best in test' quality).
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Professional cleaning advised
- Optimal temp. range +10° to - 25° (+50° to -13° Fahrenheit)





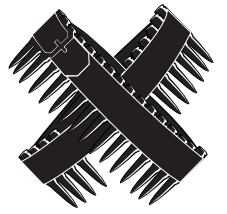
CANANA TECH COAT

- Waterproof shell
- German made, fast-action, single-handed-magnetic buckle on chest pocket
- Primaloft filling (The thickest/warmest in the Primaloft assortment)
- Removable badge. Put on or take off at will. Anywhere on the garment. Removable reflective target on the neck
- German made, Double ended, chrome stainless zipper ('best in test' quality).
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Professional cleaning advised
- Optimal temp. range +10° to - 25° (+50° to -13° Fahrenheit)



BRIGADIER

Bomber cut jacket. Wearable year round



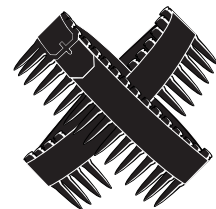
BRIGADIER

- Premium quality aniline lamb skin, smooth finish. 'Bomber' cut
- Premium quality cashmere lining made by Loro Piana
- Primaloft insulation
- Removable badge. Put on or take off at will. Anywhere on the garment
- Double ended, chrome stainless zipper ('best in test' quality)
- Laser engraved pullers w/DDN logo
- Pockets w/chrome stainless zipper
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Professional cleaning advised
- Hand-made in Italy
- Optimal temp. range +18° to - 5° (+64° to +23° Fahrenheit)



PARRAS AND DIVISIONARIO

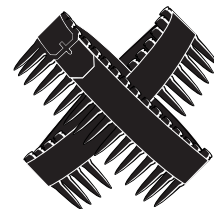
Lambskin shells. Perfect for fall and spring



PARRAS

- Premium quality thick lamb skin. Waxed finish
- Premium quality cotton lining
- Removable badge. Put on or take off at will. Anywhere on the garment
- Double ended 'Best in test' quality stainless zippers. Pockets w/stainless zippers 3/4 length
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Professional cleaning advised
- Shell (no filling). Ideal for Spring, Fall and cold Summer nights
- Optimal temp. range +20° to +5° (+68° to +41° Fahrenheit)





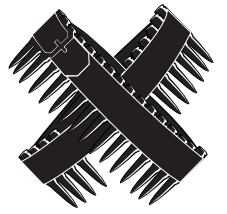
DIVISIONARIO

- 100% Premium quality thick lamb skin
- Premium quality cotton lining
- Removable badge. Put on or take off at will. Anywhere on the garment
- Double ended 'Best in test' quality stainless zippers. Pockets w/stainless zippers
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials...)
- Professional cleaning advised
- Shell (no filling). Ideal for Spring, Fall and cold Summer nights
- Optimal temp. range +15° to - 15° (+59° to -5° Fahrenheit)



HOODIE KING

Simply the best out there



HOODIE KING

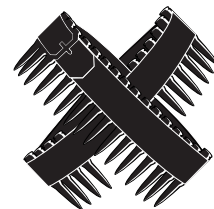
- Made from ULTRA HEAVYWEIGHT cotton composite fabric.
- 'Peach finish' providing outstanding softness
- 3 panel waffle lined hood. Thick chords.
- Pouch pocket w/concealed phone pocket.
- Concealed perforations inside the pouch for earphone chords.
- Ribbed hem and cuff with thumb hole.
- Twin needle stitching detail with tape neck and back neck yoke.
- A garment will not get more comfortable than this.
- W.R.A.P. Certification (No child labour, fair wages, responsible handling of materials..)
- Machine washable
- Optimal temp. range +20° to +5° (+68° to +41° Fahrenheit)



URBAN BRUSHED TEES

A great complement to your jackets

WHITE, BLACK, GREY & ARMY GREEN



- Reflective print on the target located on the neck.
- 5cm diameter, 3 colored bullet belts logo on chest.
- 9.5 cm high DDN logo on left arm.
- Machine washable. (Wash with similar colors to avoid color run)
- 100% Brushed Soft Cotton.
- 75 g.





INTENDED TO BE

THE LAST JACKET YOU'LL OWN

www.ddnorte.com