



JEANSVERKET
JEANS FRÅN BORÅS, SWEDEN

News No. 3
2019-11-14

Erik Wickström becomes Ambassador for Jeansverket!

JEANSVERKET's idea is to make and sell classic jeans from Borås!

Classy classic models that we manufacture as needed. We are looking for nice surplus fabrics and goods from stock to utilize resources and materials that already exist! We call products "RECO collection" where we use surplus! We have ambassadors who see the value in our idea of Swedish manufacturing and sustainable production. These are personalities that we think are good role models in our modern society in various ways, for example in technology and development, lifestyle and health or the environment and society.

Jeansverket is proud to present Erik Wickström, one of Borås most important training profiles, as ambassador. He is a role model for many athletes throughout Sweden and is still active as an athlete and maintains elite level in cross-country skiing and running, although he does not train and compete as much as they do around him in the results lists.



Erik Wickström

Frilansjournalist, författare
personlig tränare och föreläsare

Erik has many strings on his lyre but today works mostly as: Freelance journalist, author of exercise books, ski instructor, personal trainer and lecturer. He runs his own company which includes Wickström Coaching and the Podcast "Lagom Kondition".

Erik has a wife and 3 children, 0, 5 and 7 years, "in my spare time I appreciate when we are out with the whole family on forest walks, skiing, hiking, canoeing and similar activities."

Thoughts about Jeansverket: "I am careful about what I wear, even if it is not always the latest fashion. My wardrobe contains a large proportion of garments that have been around for many years. I prioritize quality products that I have a relationship with. As a local patriot, it feels natural to use stylish, quality jeans that are sewn in Borås".

How do you want a pair of good jeans to be: "They should be nice, sit well and last a long time. I want to be able to wear the same pair of jeans every day for a very long time".

Favorite wear: Jeans (believe it or not!)

Read more about Erik:
Training and courses
www.wickstromcoaching.com

Blogg:www.erikwickstrom.se

Pod cast "Lagom Kondition"
www.lagompod.com

The Book "Smart konditionsträning"
www.smartkonditionstraning.se

Vasalopp camp in Grövelsjön 30 jan - 2 feb 2019
www.vasaloppslager.se



DISRUPTED DENIM FOR THE MODERN MAN

News No. 3
2019-11-14