



ADDING A SPLASH OF COLOR TO AN ICON

Dale of Norway are launching a vibrant version of the iconic Cortina 1956 sweater.

The Cortina sweater was originally made for the National Norwegian Ski Team for the 1956 Winter Olympics in Cortina d'Ampezzo, Italy. This was the very first in Dale of Norway's long row of official Olympic sweaters. Today, the Cortina 1956 sweater is a popular retro sweater and an absolute icon. Capturing the essence of traditional Norwegian history, the pattern has become one of Norway's most beloved designs.

Made in a limited run of 220 sweaters, Dale of Norway are now launching a Limited Edition of this 67-year-old icon. With a focus on using leftover yarn from other productions, the colorway is dictated by the yarn in stock. This Limited Edition is knitted in a fresh pink color that adds a vibrant, young vibe to the Cortina sweater.

The Cortina 1956 sweater is knitted in 100% Norwegian wool, one of the world's most animal-friendly textile fibers, due to the sheep's natural mountain life. This yarn was developed by Dale of Norway all the way back in 1939. It offers an authentic look renowned for its uniquely crisp look and longevity.

Available from Friday March 17th at daleofnorway.com and Dale of Norway Concept Stores in Oslo and Dale.

Dale of Norway is a unique Norwegian brand with global distribution covering more than 40 countries. Renowned for their exceptional quality since 1879, Dale of Norway is crafting the finest knitwear from 100% wool. Dale of Norway is one of very few textile companies with production in Norway.

For more information please contact:

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1956



Winter Olympics in Cortina d'Ampezzo, Italy, 1956.

The official Dale of Norway 1956 Winter Olympics sweater was worn by the Norwegian athletes when competing in Cortina d'Ampezzo.

Later, this has become an iconic sweater for Dale of Norway.

