

# RAINS JOURNAL

ISSUE TWO



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## FEATURES

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*Stylist*

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## THE NEWCOMERS

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Now the time has come to move in new directions and to surprise and challenge the common view of how rainwear can be formed. Introducing more niche-orientated designs such as the classic bomber jacket and the trench coat inspired Walker style, we strive to excite. To show the versatility of RAINS, we asked the talented Sebastian Machado to style The Newcomers.

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## MADS NØRGAARD × RAINS

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In a very early stage of our narrative we established a collaboration with the recognized and well-known Danish fashion brand Mads Nørgaard. It appeared to us that the team of Mads Nørgaard possessed the same energy and enthusiasm for design and product development as we did as young starters. For that reason, a collaboration came very naturally for both teams.

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## SETTING SAILS

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This is the story of how David Lange and Adam Grew created their "sea movie" originally titled *Det sejler*, for the Danish Broadcasting Corporation, Danmarks Radio, where they sailed around the shores of Denmark, visiting the country's traditional fishing villages and learning how to fish. A story of how the outdoor life influenced a great memory of the two young adventurers.

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## LIMITED EDITIONS

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Between the spring and fall collection we now introduce Limited Editions. This time Limited Editions is based on a sporty and colourful look, with new colour combinations, and a contrasting white waterproof zipper. The front pocket is made as a variant of the classic sweatshirt pocket, to aim for the more street inspired look.



## THE NEWCOMERS

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When introducing our first classic collection, the main purpose was to meet the common needs of practical rainwear and to create a look that fitted different kinds of outfits. With this collection we succeeded in making classic, ongoing and timeless styles. Now the time has come to move in new directions and to surprise and challenge the common view of how rainwear can be formed. Introducing more niche-orientated designs such as the classic bomber jacket and the trench coat inspired Walker style, we strive to aim for more specific outwear styling.

To help us convey the versatility of RAINS, we asked COVER Man Magazines Sebastian Machado to style The Newcomers.

*Photographer Philip Messmann  
Stylist Sebastian Machado*



*Style Long Jacket, Colour Sand*



Style Long Coat, Colour Camo



#### INTRODUCING THE BOMBER JACKET

—  
One new design stands out from the collection as a new version of modern rainwear. Bomber is our interpretation of an everyday jacket based on the rainwear principals: Practical as a rain jacket and cool as a street item.

#### HISTORY OF THE BOMBER JACKET

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The bomber jacket is an iconic fashion piece that originated in the US Air Force at the time of the First World War when pilots needed to stay warm and flexible, as their cockpits were open in the First World War planes.

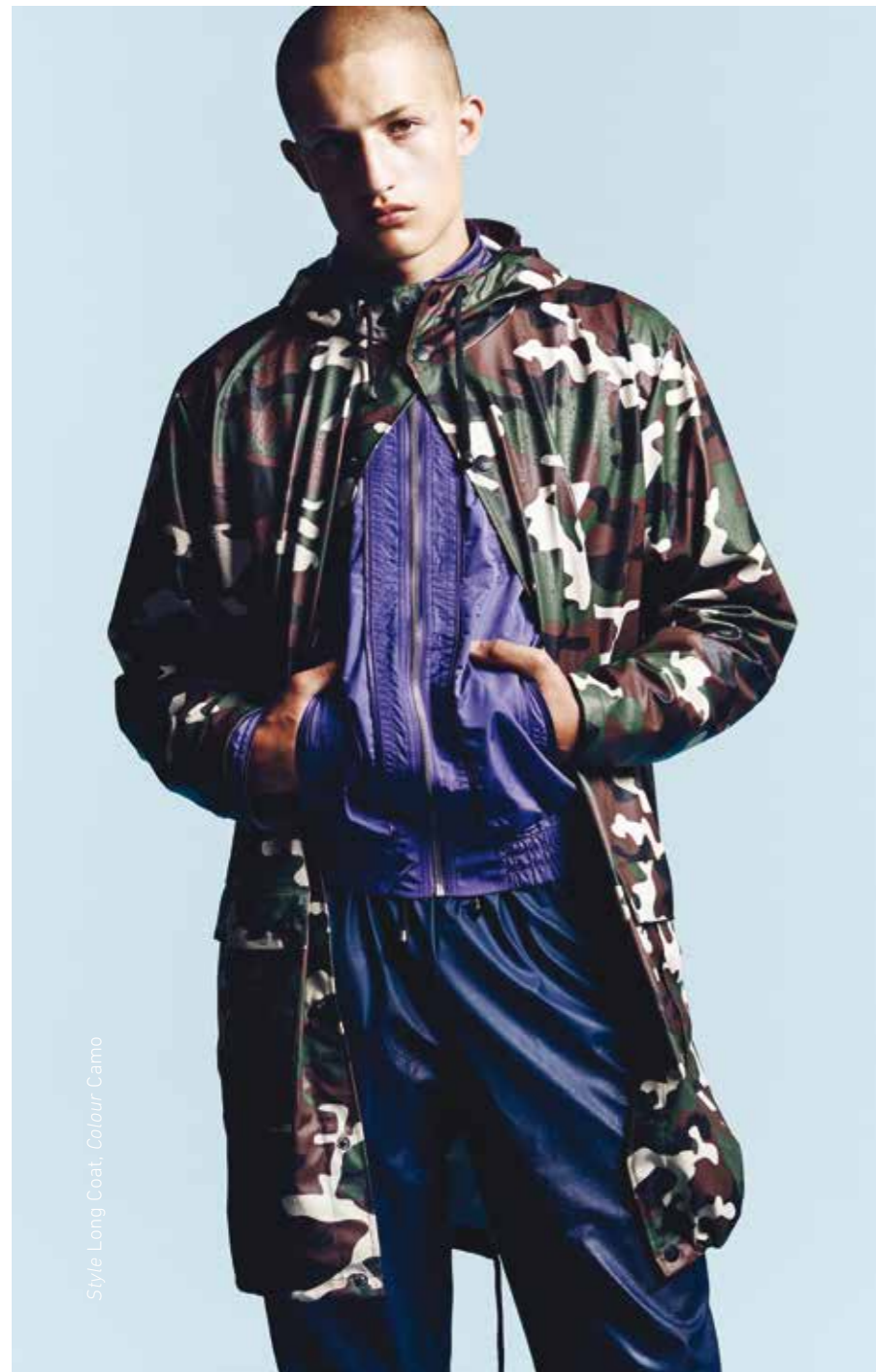
During the Second World War, Leslie Irvin, an American aviator, designed the bomber jacket with a sheepskin lining as the planes were gaining greater altitude and further warmth was needed.

The design is so practical that the use of the bomber jacket has been kept by the air forces around the world and was given new life as a fashion icon in the 1980's movie 'Top Gun' with Tom Cruise. Since then, the jacket has entered popular culture and is interpreted in many fabrics and colours to suit rappers and punkers alike. With this inspiration in mind, we added the iconic piece to our collection of Rainwear.





Style Curve Jacket, Colour Red



Style Long Coat, Colour Camo

## STYLED BY SEBASTIAN MACHADO

—  
Of Uruguayan descent and hailing from Copenhagen, Sebastian Machado is a new Danish menswear authority. Although many peers in Copenhagen mistake him to be French, childhood visits with the family in Italy is where an early sartorial fascination happened.

Sebastian was a part of the staff, creating the ground-breaking Cover Magazine's early profile. Later, a long time anglophile's hopes came to fruition with a first trip to London as a fashion assistant on a shoot for i-D. In 2009 Sebastian relocated to London where he had a stint in the venerable home of British tailoring, Savile Row, and hereafter with the distinguished men's publication PORT.

After countless freelance commissions including Models.com's Ones2Watch, Fiasco, Euroman, street casting for a Hedi Slimane-shoot for VMAN and a lot of commercial jobs, Sebastian returned home to Copenhagen. Today, he is the acting Fashion Editor-At-Large for COVER Man Magazine.

Sebastian's signature styling is a mixture of classic traditions and newer, more contemporary, street styles. This reflects his nerdy obsessive nature and his interest in urban lifestyle.

Finally, we did mention that he is from Italy, right? Sebastian cooks some mean meals. We especially recommend his signature scallop risotto.



Style Walker, Colour Black

## AW13 COLLECTION

The new collection contains our classic and ongoing Jackets and Poncho styles, alongside with the two newcomers, Walker and Bomber. Furthermore, the new colours, SAND and RED, are added to the styles, Long Jacket and Curve Jacket.







LONG JACKET

—  
 Style no.: 1202  
 Colours: Black, blue, green, orange and sand  
 Sizes: XS/S, S/M, M/L, L/XL

PONCHO

—  
 Style no.: 1203  
 Colours: Black and green  
 Sizes: Size 1, Size 2



## JACKET

—

Style no.: 1201  
 Colours: Black and yellow  
 Sizes: XS/S, S/M, M/L, L/XL



## CURVE JACKET

—

Style no.: 1206  
 Colours: Black, green, sand and red  
 Sizes: XS/S, S/M, M/L



LONG COAT

—  
 Style no.: 1210  
 Colours: Camo  
 Sizes: XS/S, S/M, M/L, L/XL

WALKER

—  
 Style no.: 1216  
 Colours: Black  
 Sizes: XS/S, S/M, M/L, L/XL



BOMBER

—  
 Style no.: 1215  
 Colours: Black and black/blue  
 Sizes: XS/S, S/M, M/L, L/XL

PANTS

—  
 Style no.: 1211  
 Colours: Black, blue and Yellow  
 Sizes: XS/S, S/M, M/L, L/XL



DUFFEL BAG

—  
 Style no.: 1212  
 Colours: Black, green, yellow and orange  
 Sizes: One Size

BAG

—  
 Style no.: 1205  
 Colours: Black and green  
 Sizes: One Size



WELLY  
 —  
 Style no.: 3000  
 Colours: Black, blue, yellow and orange  
 Sizes: Womans: 36 - 41, Mens: 41 - 46



JACKET (LIMITED EDITION)  
 —  
 Style no.: 1217  
 Colour combinations: As seen above  
 Sizes: XS/S, S/M, M/L, L/XL

## WHAT WE ARE MADE OF

Besides our Scandinavian hearts, our big dreams and our will to succeed, we are made of the RAINS fabric. The basic idea was to make a modern interpretation of the traditional thick and heavy rubber rainwear. The RAINS fabric is thin, soft and light in weight, which makes it possible to dry fast. The thinness of the fabric contributes to the comfort and capability to be folded in the hood and carried as a handbag. The fabric hangs close to the person wearing the jacket which gives it a more fitted and stylish look.



50 % PU (polyurethane)

50 % Polyester

Weight: 190 g pr. Sqm

Column pressure: 8000 mm

Stretchability: 20 %

Breathability: 5000 mm



RAINS



## MADS NØRGAARD × RAINS

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In a very early stage of our narrative we established a collaboration with the recognized and well-known Danish fashion brand Mads Nørgaard. It appeared to us that the Mads Nørgaard team possessed the same energy and enthusiasm for design and product development as we did as young starters, even though the Mads Nørgaard brand has existed since 1989. Driven by a common idea of making things simple and functional, the collaboration came very natural for both teams and we were soon to realize that the Mads Nørgaard team shared our enthusiasm for the quality and expression of RAINS.

Together we developed a product, combining the stylish and simple line of Mads Nørgaard with the recognizable quality and feeling of RAINS. The clear fabric colours combined with Mads Nørgaard's sense of detail and recognizable standard signal colours, makes the jacket a perfect cool and practical item for the busy and modern person. With leather fittings and printed Mads Nørgaard logo in neon colour on the inside, we consider this a complete and well-designed item.

*Photographer Michael Falgren*





Style Carsten, Colour Green



Style Carsten, Colour Yellow



Style Carsten, Colour Black



Style Carsten, Colour Blue



Style Carsten, Colour Black



Style Catsen, Colour Green

Items in this sections pictures are only available with Mads Nørgaard.

## SETTING SAILS

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This is the story of how David Lange and Adam Grew created their "sea movie" originally titled *Det sejler*, for the Danish Broadcasting Corporation, Danmarks Radio, where they sailed around the shores of Denmark, visiting the country's traditional fishing villages and learning how to fish. A story of how the outdoor life influenced a great memory of the two young adventurers.

*Photographer* Ditlev Rosing

*Interviewer* Frederik Høj Rühne





David Lange and his friend, Adam Grew, are located in Copenhagen's South port, one of the city's older areas, which through time has fallen into disrepair. A growth in population in the last decades has resulted in the emergence of modern buildings with Copenhagen evolving from being a poor town in cold Scandinavia to being a Nordic European metropolis.

This part of town has always been known for its coarse residents, sailors and hardened drinkers who have given the area one of the most tarnished reputations in Copenhagen. Despite Copenhagen being notoriously creative, impulsive and with large urban environments, there is still a tradition to explore the sea and the outdoor life in general.

The life of fishermen, in particular, has always fascinated the two friends from the city. This fascination resulted in David Lange and Adam Grew making their own pioneering 'sea movie' to be aired on the large Danish television and radio network, Danmarks Radio.

*"The fascination of the sea and the desire to basically get out there, fishing, has always been there. It is the fact that you are in total control of yourself in your own pace. All you need is a boat", says Adam Grew.*

Even though the television programme ended, the lure of the sea and fishing remained intact. David and Adam bought a small and dilapidated fishing boat, harboured in the South Port, which is one of the small outer areas not yet affected by the underground political change unlike the rest of Copenhagen's Southern harbour.

After the purchase of the boat, weekends consisted of sanding, painting and renovating the old fishing boat, sited amid several other old boats and surrounded by tools, paint buckets and small cranes used to lift the boats into the water. The South Port area at the quayside is a sanctuary away from the constraints of everyday life. When David and Adam go there, it is to escape the hustle, bustle, routines and temptations of the urban life. It is a form of meditation to them.

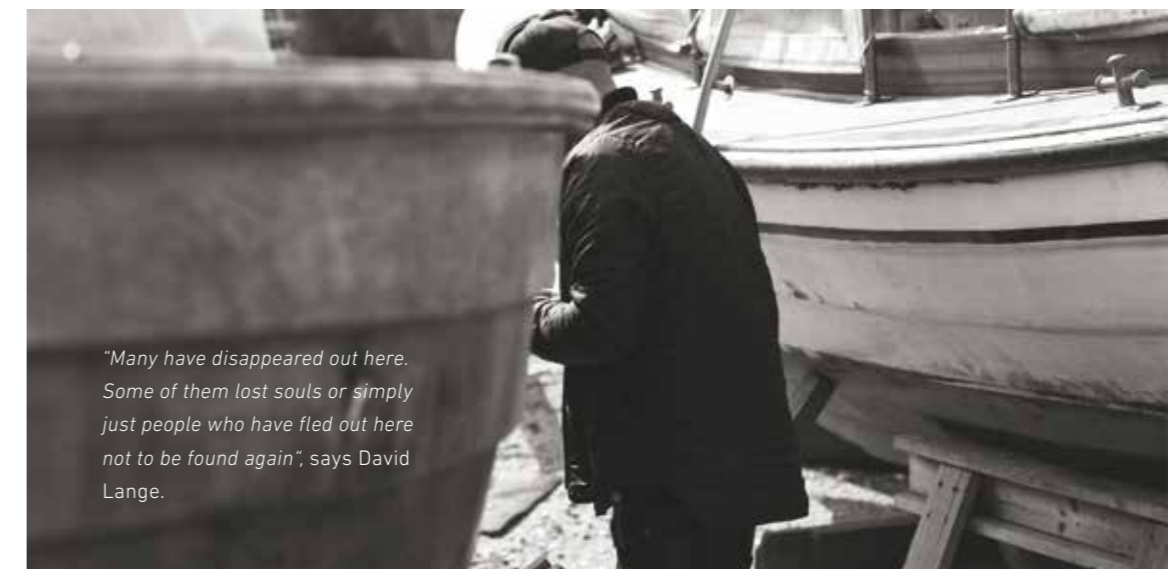
Later this year, the boat will be finished and ready to be lowered into the water. Adam and David shall then go fishing, using the best techniques they have learned.

"It is important to have spare time in which you can relax. The city is fantastic with many options available but it feels good to escape the usual habits and everyday things happening there. It is a good feeling to get out of the city, away from the customary environments and enjoy the fresh air. That's what we appreciate", says David Lange.

*"I think people really have a basic attraction to nature. We do not have mountains or hills in Denmark that we can appreciate but we have plenty of water. There is something about coming here and watching the water. It is as if time has its own dimension when you are out here", he concludes, gazing over at the other side of the harbour channel.*

South Port has obviously experienced a modernization of architect-designed towers and office domiciles that are piling up. As a result, this might foreshadow that the two friends' little getaway out at the dock may not be forever.

*"I am sure that the people who live over there", says Adam Grew, pointing towards the high rises. "They have moved out here after those beautiful new buildings have been built. Then they sit up there and look down at us, thinking that it is some old mess that should be cleared. But when we look up there, we think it is quite nice that we are not the ones being trapped up there".*



*"Many have disappeared out here. Some of them lost souls or simply just people who have fled out here not to be found again", says David Lange.*



## LIMITED EDITIONS

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In between the spring and fall collection, we now introduce Limited Editions. The collection will consist of three styles, representing the more edgy and gutsy looks from our product portfolio. These styles will not be in our basic collection, but will only be available for a limited period of time. RAINS is our classic and simple rainwear collection, whereas our Limited Editions represent more seasonal trends and tendencies.

This time, Limited Editions are based on a sporty and colourful look with new combinations of colour and a contrasting, white, waterproof zipper. The front pockets are inspired by the classic sweatshirt pocket and emphasize the street inspired look.

*Photographer Philip Messmann*



Style Jacket (Limited Edition), Colour Blue/orange W + Style Duffel bag Colour Orange



Style Jacket (Limited Edition), Colour Blue/orange B



Style Jacket (Limited Edition), Colour Blue/orange B



Style Jacket (Limited Edition), Colour Blue/orange W



Pictures RAINS Shop in Shop in Illums Bolighus, Copenhagen

## THE JOURNAL ENTRY

June 17<sup>th</sup>, 2013. One year with rainwear from RAINS has passed. Since the introduction of the first RAINS collection in June 2012 we have experienced a wide dissemination throughout countries and cultures. In Melbourne we have seen how elderly people from the countryside wear RAINS jackets and ponchos naturally with their authentic local outfit. In Stockholm we have seen how RAINS has become a common styling object in the streets of a rainy city and in Amsterdam we have seen the versatility of RAINS amongst colourful and fancy people. RAINS has succeeded in becoming a practical object, complimenting the outfits of modern people of all nationalities. We are pleased with this progress and we will keep developing and improving ourselves in order to become the primary fashion rainwear brand.



## SHOP IN SHOP

We constantly strive to improve the experience of RAINS from the first-hand perception of our products to the experience of using them through years of rainy days. One big part of the first experience is the process of finding the right jacket for the individual person. In our own Shop in Shops we present the whole collection and ensure a high level of service to help pick the right jacket. In our own environment, we try to express our rainwear as modern and Scandinavian items bought in authentic surroundings.

## OFFICES & SHOWROOMS

### RAINS OFFICES

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Head office

*European distribution*

Dalsagervej 25

8250 Egaa, Denmark

0045 3136 1912

mail@rains.dk

Sales and marketing

*Copenhagen showroom*

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0045 3131 4444

pl@rains.dk

### INTERNATIONAL SHOWROOMS

—

Stockholm showroom (SE)

*Showroom 88*

hanna@showroom88.com

Oslo showroom (NO)

*SMD Holding AS*

morten@smd.no

Berlin showroom (DE)

*Label-Agent Distribution*

Alex.d@label-agent.de

Amsterdam showroom (NL)

*Fancy Farmers Enterprices*

roderique@fancyfarmers.com

Paris showroom (FR)

*The Clochette*

christine@theclochette.com

Manchester showroom (UK)

*IMC Agencies*

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Vancouver showroom (CA)

*Noble Gentlemen*

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