



RAINS

Drip, drip, drip.



RAINS

Drip, drip, drip.

SALES & MARKETING
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This journal is printed on high quality uncoated paper and we've only produced 4.000 copies of
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As a Danish based brand we are use to a yearly average of 121 days of rain. But with a global
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 Needless to say, we're happiest when it rains.

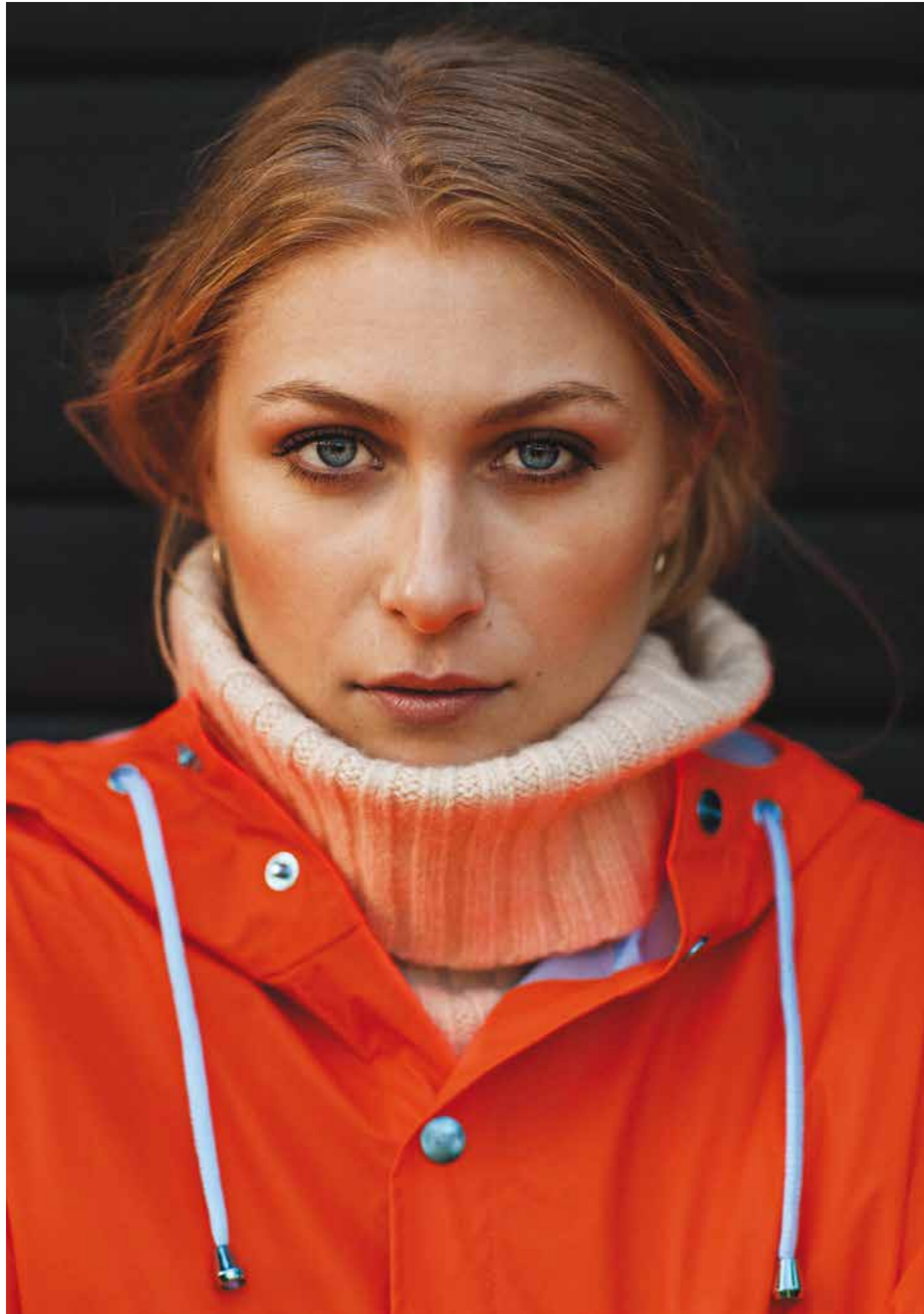
A bright orange raincoat hangs on a dark wooden door. The background shows a snowy industrial area with wooden pallets and structures.

THE NEWCOMERS

With inspiration from high performance industries like military and construction, we're introducing a new signal colour and a camouflage edition. We're also extending the bag collection with a detailed, elegant and solid line.

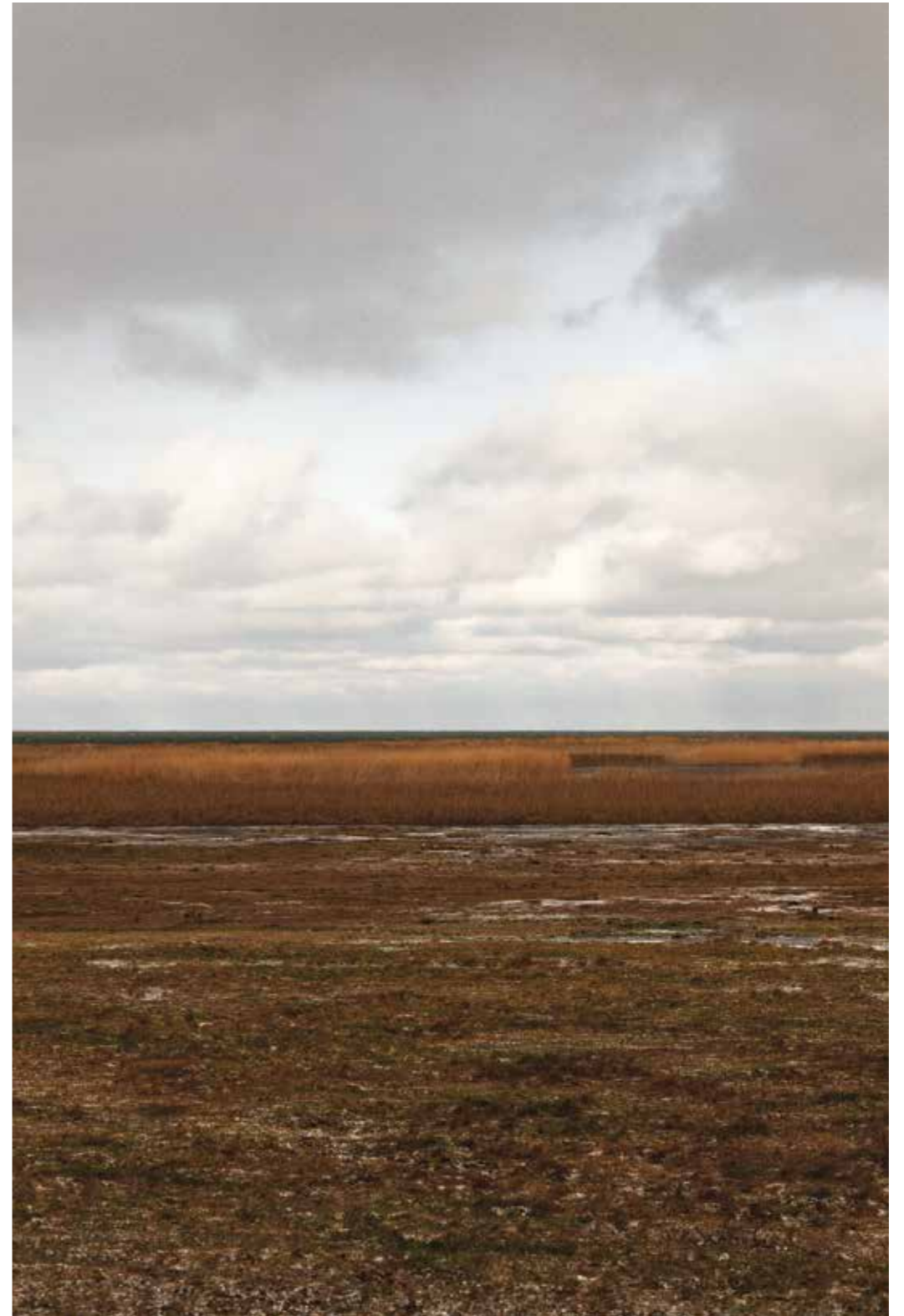
Aarhus, East Jutland, Denmark
Rørvig, Northwest Zealand, Denmark

www.rains.dk/news











PHILIP

The face of a new Danish rainwear brand is being formed, and behind the scenes you find Philip. Meet one of the dedicated people from the team, and have an insight of our everyday worklife. Philip is 26 years old and living in Copenhagen, from where he runs the Sales & Marketing office. Every morning Philip drives his bike along the Copenhagen lakes, through the busy morning traffic to be the first at the table. I met Philip one of these mornings in October, to have a cozy morning coffee and a chat about the big and small things of being a part of the RAINS team.

Writer/interviewer Daniel Rørbæk
Photographer Alexander Kristoff

What gets you out of the bed in the morning?

Well, I know it's really a cliché, but I really believe that work is such a big part of modern life that you should fight for doing what you really like. It's not always that easy I know. For a long time I stressed in meaningless jobs just to pay my bills, trying to realize my dreams in the spare time. This also contribute to the gratefulness I have today of being a part of this adventure. RAINS is really a concept based on dreams and ambitions from the founders. We all burns for creating usable quality lifestyle products for people to use in their everyday. We all came from different backgrounds associated to lifestyle concepts. Knowing that you are a part of a team and not the only one lying in the bed in the evening just thinking of what you can do to this product universe is a great motivation. To make a product of local authenticity based on Danish culture and environment is such a great inspiration. Every day I find new reasons why this is so useful, and with this in my mind, I get the motivation to move ahead.

How does rainy weather effects your day?

Sometimes a rainy day can be really annoying and unpractical, and just damaging the new poster you are about to carry to the car. Especially these days when the water is just falling heavily from the sky. But I also have days where I am enjoying the rainy mood. The city is very beautiful just after a rain shower and the air seems totally clean. It's not like we are dancing a rain dance all day long, we just hope to put more positive associations to rainy weather, and be a part of the experience of getting out in the rain.

Can you describe what Danish design means to you?

Sometimes I think that we here in Denmark live with a historically strong relationship to good design. This is more close to us in our everyday, than we actually know. Not only to the professional designers, but also to everybody. This makes it more natural for Danish designers to launch products of a high level with sophisticated details. We feel very privileged to be a part of this tradition, and in some way this also creates some undefined expectations for what we do.

What is your latest project?

The latest project we made was the video "Escape from the City". We have been planning the project from the very establishing of the brand, and we strive to visualize the brand more like this. The main purpose was to tell the story we are carrying with RAINS. You can have great experiences in all kind of weather, and we all have the great beautiful nature just nearby. We should all take more avange of this at get more outdoor.



2013 COLLECTION

New exciting colours and designs has been added to the basic collection and it's showing a rainwear universe in constant development. The collection now express maritime, military, construction and of course fashion associations.

www.rains.dk/products



PONCHO

Style no.: 1203

Colours: Black, Blue, Green and Yellow

Sizes: Size 1, Size 2



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



LONG JACKET
 Style no.: 1202
 Colours: Black, Blue, Green, Yellow and Orange
 Sizes: XS/S, S/M, M/L, L/XL



CURVE JACKET
 Style no.: 1206
 Colours: Black and Green
 Sizes: XS/S, S/M, M/L



PANTS
 Style no.: 1211
 Colours: Black, Green, Blue and Yellow
 Sizes: XS/S, S/M, M/L, L/XL



SACK
Style no.: 1204
Colours: Black and Green
Sizes: One Size



DUFFEL BAG
Style no.: 1212
Colors: Black, Green, Yellow and Orange
Sizes: One Size



MSN BAG
Style no.: 1213
Colours: Black and Green
Sizes: One Size



BAG
Style no.: 1205
Colours: Black and Green
Sizes: One Size



STRING WALLET
 Style no.: 1207
 Colours: Black, Green and Yellow
 Sizes: One size



SLEEVE
 Style no.: 1209
 Colours: Black, Green and Yellow
 Sizes: 13,3" 15,6"

iPAD SLEEVE
 Style no.: 1208
 Colours: Black, Green and Yellow
 Sizes: 9,7"



ESCAPE FROM THE CITY

Rainy days shouldn't stop you from going out and experience new things. Escape from the City is the story of how defying the weather often creates some of the most unforgettable moments.

Gilleleje, North Zealand, Denmark

www.rains.dk/escapefromthecity







**Gilleleje 56°07'N 12°19'E**

Gilleleje is one of the main towns of the Gribskov municipality in Region Hovedstaden in Denmark. The town is at the northernmost point of Zealand in Denmark. The cliff Nakkehoved lies to the east of the town with Nakkehoved lighthouse at the top. Together with the Swedish lighthouse on Kullen in Scania, the lighthouses marks the two sides of the entrance to the Sound.

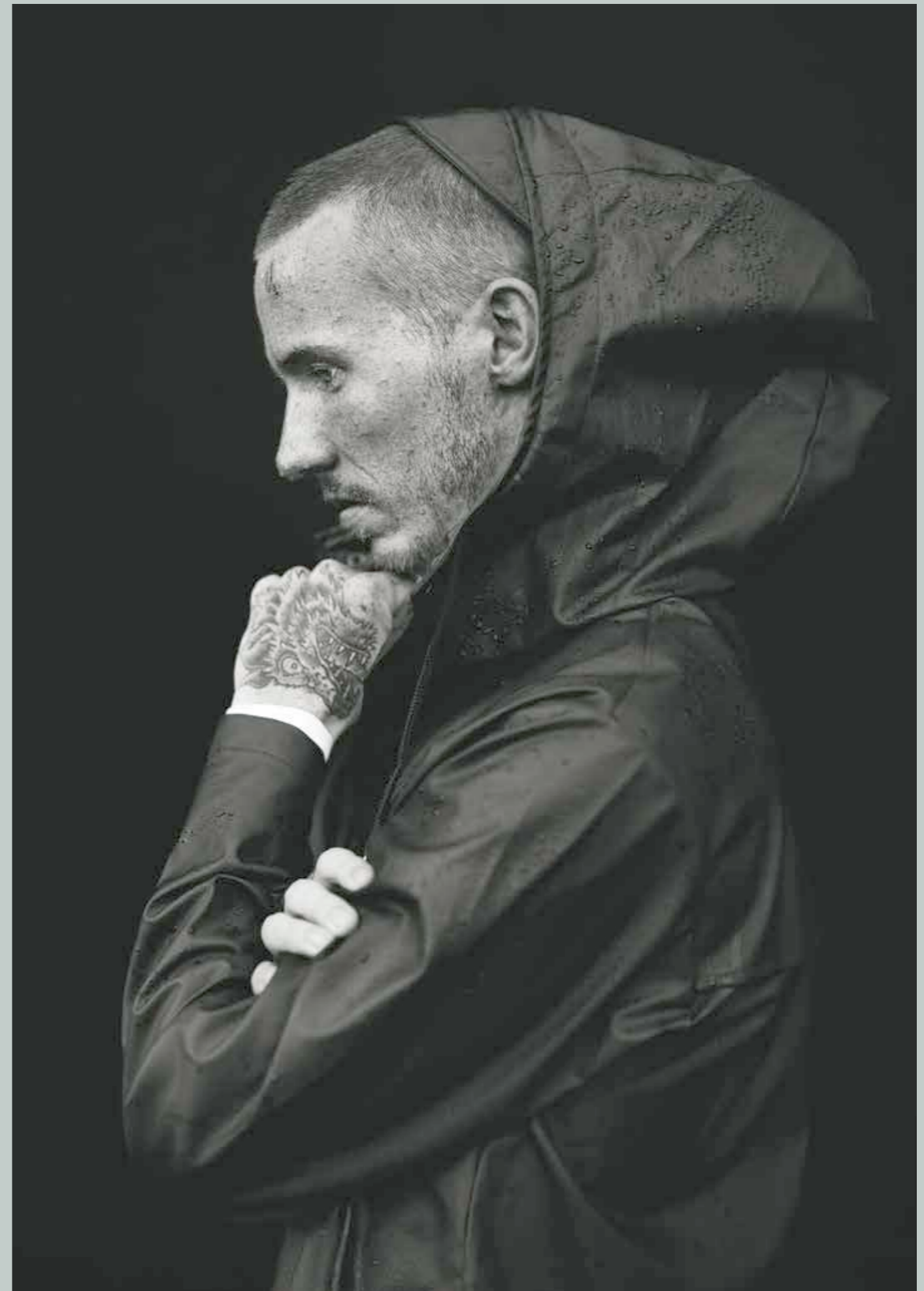


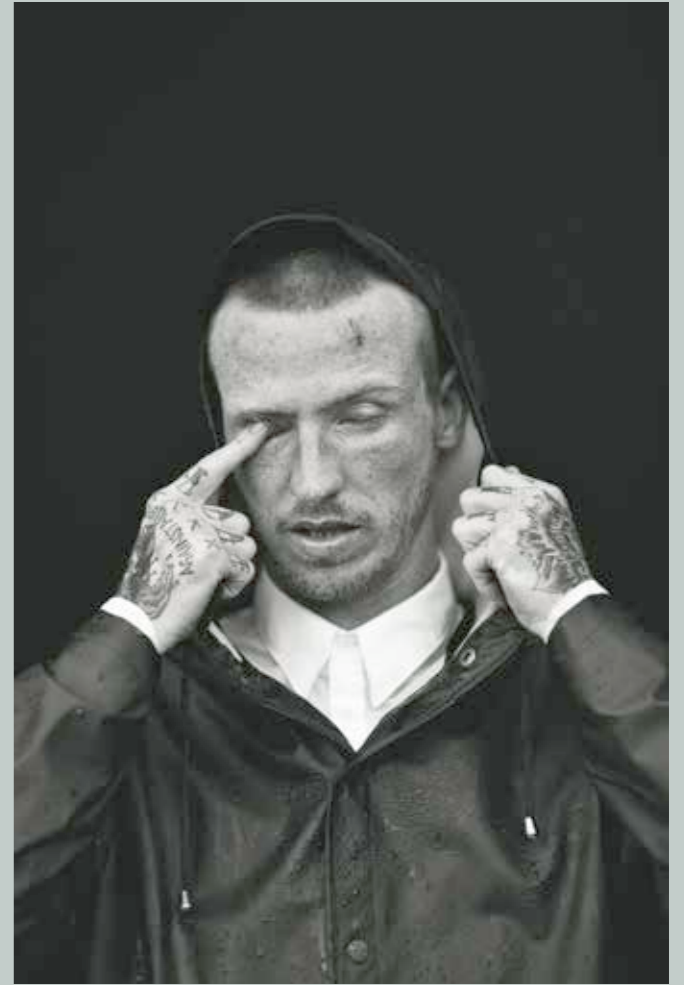
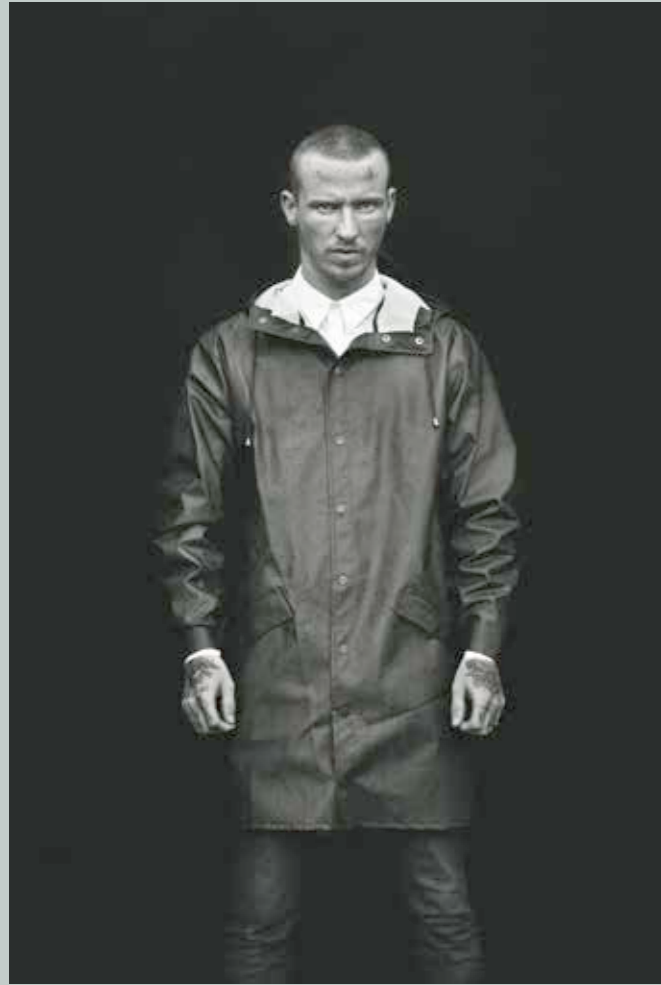


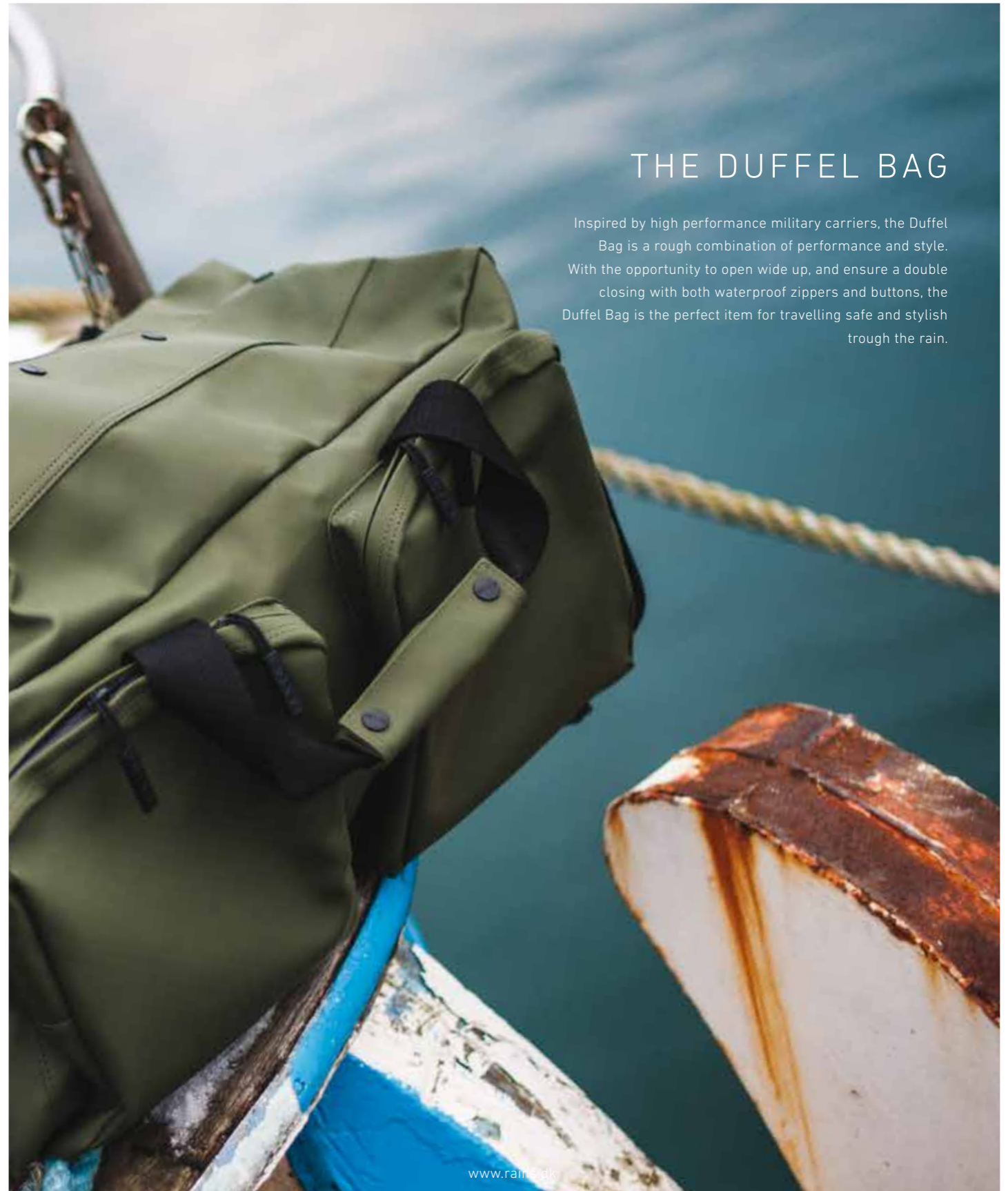
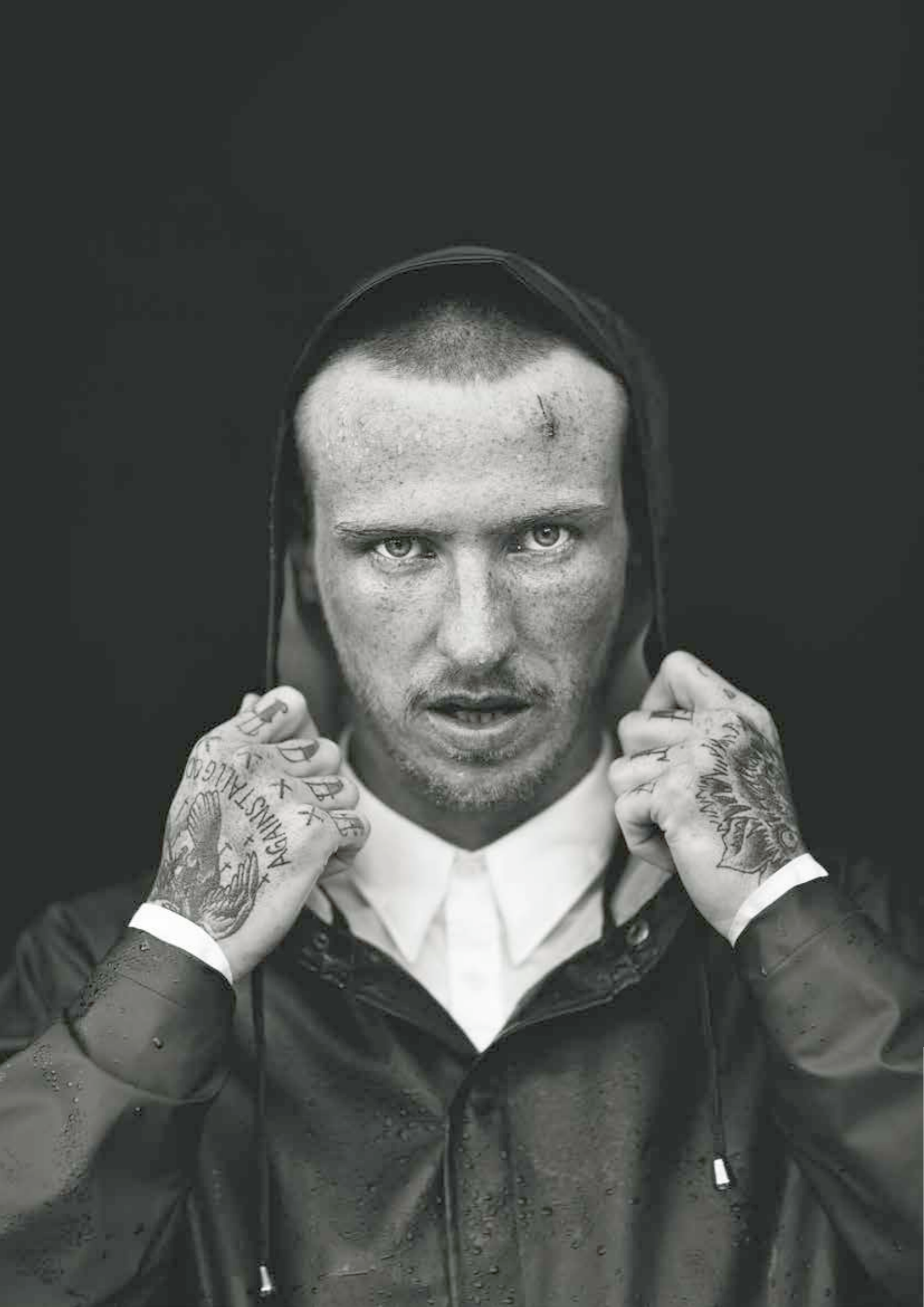
THE TYPE

Who is using our rainwear products, and what kind of style do we represent? We find these questions elementary, but the answer is quite open: It depends of how you wear the product. We discovered Dennis Buhl, who is an example of a certain type who wears RAINS.

www.rains.dk/people



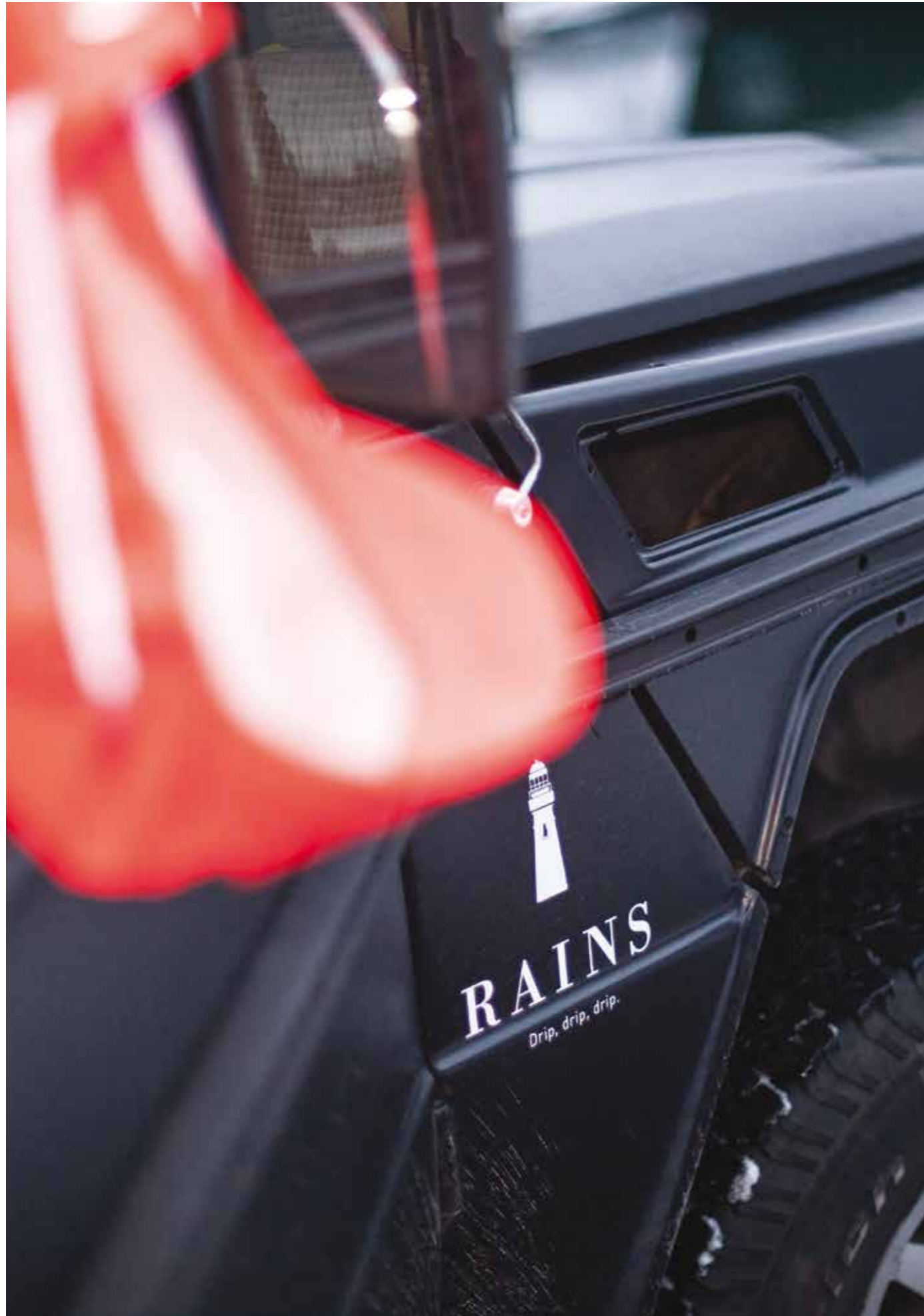




THE DUFFEL BAG

Inspired by high performance military carriers, the Duffel Bag is a rough combination of performance and style. With the opportunity to open wide up, and ensure a double closing with both waterproof zippers and buttons, the Duffel Bag is the perfect item for travelling safe and stylish trough the rain.





HAPPIEST WHEN IT RAINS

This is the first journal post by the RAINS founders concerning the vision and mindset that drives our brand. As a Danish based brand we are use to a yearly average of 121 days of rain. But with a global mission to create rainwear for stylish people all around the world, we need it to rain. A lot. Needless to say, we're happiest when it rains.

Writer Daniel Brix Hesselager

Photographer Rene Lindberg

November 21st 2013
Aarhus, Denmark

Denmark is situated at the edge of the European continent, close to the seas and in the middle of the West Wind Belt. These factors contribute to an annual average of 121 rain days. From these weather conditions and the culture that follows, comes our belief that a quick rain shower can be beautiful as well as moody, but first and foremost it requires the right outfit.

In combining the outdoor and leisure lifestyle with the urban fashion life, we created RAINS. Focusing on a minimalistic style with functional details and comfort as a top priority, we constantly strive to improve and innovate. We believe in the philosophy of creating unique rainwear which can complement the existing wardrobe in an elegant way, and bring positive associations to a rainy day. Working with an open mindset, taking impressions and inspiration from different sources associated with outdoor life and fashion, we continuously create new types of products that will improve the experience of getting out in the rain.

A keypoint for us is the opportunity to be a rainwear brand for the people. We are not focused on a specific age, sex or style, but find inspiration in making products suitable for all kind of



The newest addition to the RAINS family is a renovated Mercedes GD 300 from 1985. It has four-wheel drive, a big trunk and can go for miles. It's classic, robust and elegant. Just like RAINS.

types. We believe in high quality in our products and in how we are presented and communicated in a total experience. The overall feeling wearing a RAINS product, is the key element to us.

As a company we believe that differences creates development. The RAINS team is a combination of very different personalities; creative, structural, patient and temper. In reflecting and debating we find inspiring ways to go, but sometimes lead to such intensive discussions that there is no doubt about the engagement and the drive behind the scenes. We move fast, and put high expectations to our self and each other. Every day we put a effort into improving every small element in this rainwear universe – to make the total experience of the products inspiring.

We want be the fastest moving and most innovative rainwear brand, setting new standards for what is possible with rainwear for modern and stylish people. To do this, we need it to rain. A lot. Needless to say, we're happiest when it rains.

The Rains Team
XoXo

