



BELOWTEN — A NEW LAYER OF PURPOSE

LAUNCHING AT PITTI UOMO 17/20 JUNE 2025

BelowTen was born from the reunion of two industry pioneers. After decades spent shaping the worlds of fashion, outdoor gear, and technical textiles, Thomas and Peter met again over a quiet dinner—bringing together not just years of experience, but a shared vision to redefine what performance apparel could mean in a changing world.

At the heart of BelowTen lies a powerful synergy: Thomas, a design visionary whose portfolio spans formalwear, workwear, and advanced outdoor apparel, and Peter, a curator of quality, style, and expressive function. Together, they created a collection that blurs the lines between innovation and elegance—crafted for those who see clothing not just as a necessity, but as an extension of identity and purpose.

But BelowTen is more than outerwear. It's a stance against the predictable. A commitment to conscious design, powered by a progressive manufacturing partner in South Korea. Every detail—from ethically sourced materials to the longevity of wear—is a step towards a more sustainable, circular future.

Inspired by life when the temperature dips below 10°C, our garments are designed as essential companions in urban exploration and natural elements alike. Each piece is a seamless blend of performance, precision, and sophistication—engineered to adapt, protect, and inspire in equal measure.

Designed in Sweden. Engineered in South Korea. Built for the modern explorer.

BelowTen champions resilience, beauty, and responsibility—layer by layer. For those who dare to move differently, think forward, and live deeply. Welcome to the art of insulation, reimagined.

For more information please contact:

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belowten.se