



Mix and match

– elegant accessories, designed in Sweden

With inspiration from men's fashion, By Billgren offers a timeless collection of premium watches and accessories for any occasion. Whatever your look, there is a range of selected accessories to match.

By Malin Norman | Photos: By Billgren

Always driven by a desire to create, Johan Billgren is an artistic mind in music, fashion and the corporate world. When talking about his accessory brand By Billgren, he describes the ambition to offer "a timeless, comprehensive design solution for male accessories, inspired by men's fashion". His Scandinavian design effortlessly combines modernity and elegance. The watches and jewellery look great with a tailored suit, a an 'older man with style' look, or perhaps more casual with a pair of jeans and a white T-shirt. Young or old, any man can wear By Billgren.

The contemporary collection includes premium watches as well as bracelets, necklaces, and rings. The watches are made of high-quality Japanese Miyota clockwork or Swiss Ronda Movement. Available in three models with a range of bracelets to mix and match, the watches are designed to match the rest of the line-up of accessories.

Growing market

In the market for some eight years now, By Billgren is certainly a popular brand, also among Swedish and international celebrities. "At the moment, accesso-

ries for men is a fast-growing market," Billgren reflects on the success. "Men have always worn jewellery, yet it has been an unexplored territory for a long time. Nowadays, men are getting used to wearing sets of jewellery and with By Billgren, they can mix and match different pieces at fair prices."

In order to show men how they can wear and combine accessories, the on-line magazine, *By Billgren Magazine*, includes content such as trend reports and style tips from a fashion editor, not just about accessories but also about fashion in general. "Our new website is meant to be a source of inspiration," says Billgren. "Here, you can read about what's currently trendy and also book appointments with an advisor." For instance, if you already have a watch and want

to match it with other accessories, By Billgren and its retailers can help.

“It’s not just about creating a high-quality product for a good price,” Billgren continues. “Everything around the product needs to be of great quality as well. Our website needs to be a safe platform for information and inspiration before making a purchase. Many people also want to actually touch and feel the products before buying, so we want to be available in the best shops. Ultimately, we want to be available where our customers happen to be.”

For a perfect world

Founder Billgren is also dedicated to sustainability and creating a better world. “Accessories may seem superficial; however,

we try to make a difference for our nature and our animals,” he explains. As such, the brand works closely with The Perfect World Foundation (TPWF), a non-profit organisation established to raise awareness about animal and nature conservation projects around the world.

By Billgren has created two designs for the benefit of TPWF. The bracelet Save the Ocean, with unique gemstones and healing properties, has so far raised more than 300,000 SEK (around 25,000 GBP) for a project that aims to protect our maritime environment. The necklace Sudan, meanwhile, has raised around 100,000 SEK (around 8,500 GBP) for the project Save the Rhino, to raise awareness of endangered species.

“In our business, we take responsibility and do what we can to support these projects. In addition to the significant work of this non-profit organisation, it’s important for us that everyone we work with is feeling good – retailers as well as consumers. This is why we only work with fair partners.”

The next By Billgren collection will be launched in February. All designs are available at selected retailers and in the online shop.

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