



A family tradition

The family firm of Ivanhoe was founded in 1946 in Gällstad, a district known as Sweden's own knitting centre, where the traditions and pioneering spirit of fine garment making still live on. Ivanhoe manufactures and sells clothes for active people and several generations of experience and competence enable us to continuously develop both base and functional garments.

We love wool and our collections are built around this magnificent material. We offer garments made of pure wool, but we also incorporate new blends, treatments and modern knitting and weaving techniques. This results in well made, classic and hardwearing clothes, clothes that will give you many long years of enjoyable use.

The company was founded by Martin Göthager, and has since the 80's been run by his three sons Lars-Erik, Ulf and Göran. Today the third generation are the ones taking the business forward, with pride and high hopes for the future.



This picture was taken in 1960, and still today we have our own production facility in Gällstad where approximately 90% of all knitting takes place. We also have our design- and sample department, embroidery service and a small sewing department here.

Additional production takes place in partner factories around Europe. Having production in Sweden and Europe gives us control, flexibility, shorter lead times and shorter transportations. We can act and react quickly and can adjust production to demand and easily develop new products in season.



ENVIRONMENT & SUSTAINABILITY

Wool used to be something your grandma would use to knit your Christmas jumper with, but is now becoming one of the trendiest ecofriendly textiles on the market. We work almost completely with wool in our collections. Wool is a renewable and natural material, which makes it one of our most sustainable material resources in the world.

We manufacture long lasting clothing with a timeless design all in high quality materials. Our own production and manufacturing partners in Europe imply a high degree of flexibility, where we can produce by order without speculating and risking overproduction. Instead of speculating and producing too much with large stocks and left-over production, our short lead times and our flexible production enable us to launch more production rounds.

Having production in Sweden and Europe also means shorter distances with shorter shipments and transports, and thus also a minor environmental impact when it comes to exhaust gases and emissions.

Second to oil, fashion and textiles is the most polluting industry in the world. It can take more than 29,000 litres of water to produce 1kg of cotton, equivalent to a single t-shirt and pair of jeans. 1,5-7kg chemicals are used in the process of manufacturing 1 kg of cotton fabric. (Miljomarkningar.se, 8 mars 2013) Compare this to wool, where it only takes 44 litres of water to produce 1 kg (Schoeller GmbH, 13 april 2017)

Knitted in GÄLLSTAD

> Since 1946

Our expert craftsmanship and several generations of experience have allowed us to refine production and deliver the highest available quality. This has been acknowledged through the Sports industry award "Supplier of the Year 2014", an award we strive to live up to every day moving forward.





WILMA WB

1100228

Light weight windbreaker style knitted in 100% fine merino wool and with high functional lining.



NYDAL WB

1100165

Classic windbreaker style with half zip. Knitting in 100% cotton. Ivanhoe embroidery on upper left arm. Windbreaker lining has stretch in back part for better flexibility and comfort.





WILFRED WB

2100236

Light weight windbreaker style knitted in 100% fine merino wool and with high functional lining.



NYDAL WB

2100157

Heavy gauge windbreaker style with half zip, knitted in 100% cotton. Windbreaker lining has stretch in back part in order to make more flexible and comfortable to wear. Embroidery on upper left arm.





PD V-NECK MALE

2100027

V-neck style in high quality cotton. Classic fit and discreet embroidery down on left arm.



PD V-NECK FEMALE

1100014

V-neck style in high quality cotton. Classic fit and discreet embroidery down on left arm.



PD V-NECK MALE

2100027

V-neck style in high quality cotton. Classic fit and discreet embroidery down on left arm.





BRODAL FEMALE CLASSIC

1100181

Our classic full zip jacket in 100% boiled wool with a discreet embroidery down on left arm.



BRODAL LONG CLASSIC

1100173

Classic long jacket with a two way zip at front and with side pockets. Knitting in 100% boiled wool.



BRODAL MALE

2100111

Classic full zip style in 100% boiled wool. Never-out-of-stock, jacket.





- Wool is a living material that adjusts to your body temperature.
- When it is warm, moisture and body heat is absorbed by the wool and transported away from the body.
- When it is cold, warmth is retained in the millions of microscopic air pockets naturally found in wool.
- A wool garment will not retain the smell associated with sportswear made of man made fibres.
- Wool keeps you warm even if it's wet, and is more elastic than syntehtic fibres.



HIGH QUALITY EMBROIDERY

We offer high quality on embroidery service both for club logoing and company branding. Our Classic line is especially suitable for this since our own branding is very tasteful and descreet on these garments. Ivanhoe classic contains carry over styles, so it is always easy to make additional orders and get the same exact models.

CASHWOOL V-NECK MALE

2100117

V-neck style in a thin, soft and comfortable fine merino wool with the feeling of cashmere. Basic colours in stock all year around and additional colours in season. Ivanhoe badge down on left arm.





CASHWOOL FM

1100128

V-neck style in a thin, soft and comfortable fine merino wool with the feeling of cashmere. Basic colours in stock all year around and additional colours in season. Ivanhoe badge down at left arm.





CASHWOOL CREWNECK

2100355

Crew-neck style in a thin, soft and comfortable fine merino wool with the feeling of cashmere.

Basic colours in stock all year around. Ivanhoe badge down on left arm.





We use SPORT LODEN WOOL

100% wool in our boiled wool garments.

A Blue Sign certified yarn supplied
by Schoeller Bregenz.

schoeller

Weight varies from 425-460 gr/m². Summer quality approx. 320 gr/m².



The wool layer enables you to keep a warm, comfortable and constant body temperature, which is important for maximum performance.



EXTRA FINE MERINO WOOL

We use both fine- and extra fine merino wool, this wool is particularly soft and can easily be worn direct to skin.

Our unique full Milano knit is balanced and developed for optimal comfort.

Full Milano knitting, weight: 485gr/m². Half Milano kntting, weight: 400gr/m².



TENCEL* branded lyocell fibers from the house of Lenzing. They are of botanic origin, since they are extracted from the raw material wood. Fiber production itself is extremely ecofriendly, due to the closed loop system. Textiles of TENCEL* fibers are more absorbent than cotton, softer than silk and cooler than linen.

We combine wool with Tencel* to get a softer and cooler wool blend quality.

60% sport loden wool and 40% Tencel*, weight approx. 350 gr/m².



LAMBSWOOL

is a soft, but also a weak fiber, a mixture with 20% polyamide makes it stronger, more long lasting and form stable.

A new and even thinner boiled wool quality knitted in 80% lambswool, 18% polyamide and 2% Lycra is carefully developed by our professional knitting engineers.

Super soft, super light, and super comfortable to wear.



WOOLINSIDE®

Lavalan is a product and a brand of Baur Vliesstoffe GmbH located in southern Germany

We have developed a three layer quilt with 60gr Lavalan wool padding. The padding is made in Germany.



COTTON

Quality american type, fiber lenth 27-29 mm. Yarn is spun and dyed in Portugal.

In our cotton we use an extra high twist to make it stronger, more resistant against pilling, and shinier. Garments are also pre-shrunk and tumbled for softness.

Cotton weight on our flat knitted single jersey is 400gr/m².



DENIM RECYCLED COTTON

recycling → reducing → reusing

Recycling: A product obtained recycling the used denim cuts.

Reducing: A product totally ecologic with no impact on the environment.

Reusing: Reusing the things that men have produced i very important nowadays for a clean and sustainable environment.



All our WINDBREAKER GARMENTS

have lining with stretch in the back part in order to make them more comfortable and flexible to wear.

Breathability: 20000gr/m²/24h Stretch lining: 40000gr/m²/24h



The lining is developed by the Swedish company FOV in Borås for activewear and is certified with the Öko-Tex standard 100.

HOW TO TAKE CARE OF YOUR WOOL GARMENT

Make sure your woolen item really needs to be washed. Unlike cotton and man-made materials, wool does not need to be washed frequently - even wool socks can be worn many times between washing if allowed to be aired out between wearing them.

Wool sweaters do

not need to be washed

particularly often.

Instead, hang the garment out for airing occasionally and it will soon revive and feel clean and fresh again.



When you wash, look for washing instructions in the side seam. Most of our wool garments can be washed in the washing machine, using the 30°C (approx. 80°F) WOOL PROGRAM.

HOWEVER, BEFORE PUTTING ANY WOOLLENS IN THE MACHINE, MAKE SURE THAT:

The care label states that it is machine washable.

The directions on the care label are followed.

Spin speed is correct. When selecting the wool program, some machines automatically switch to the correct spin speed setting for wool, whilst others will require the spin speed to be set independently from the wool program.

If washing by hand, rub gently to avoid felting.

Pull gently into shape and dry flat.





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