



NORVEGRTM

Arctic down duvets

UNIQUELY HANDCRAFTED FOR ULTIMATE
COMFORT AND WELL-BEING

————— NATURE'S ULTIMATE LUXURY —————

THE HISTORY OF NORVEGR

Dreams THAT LAST

IN EXCLUSIVE DOWN DUVETS FROM NORVEGR.

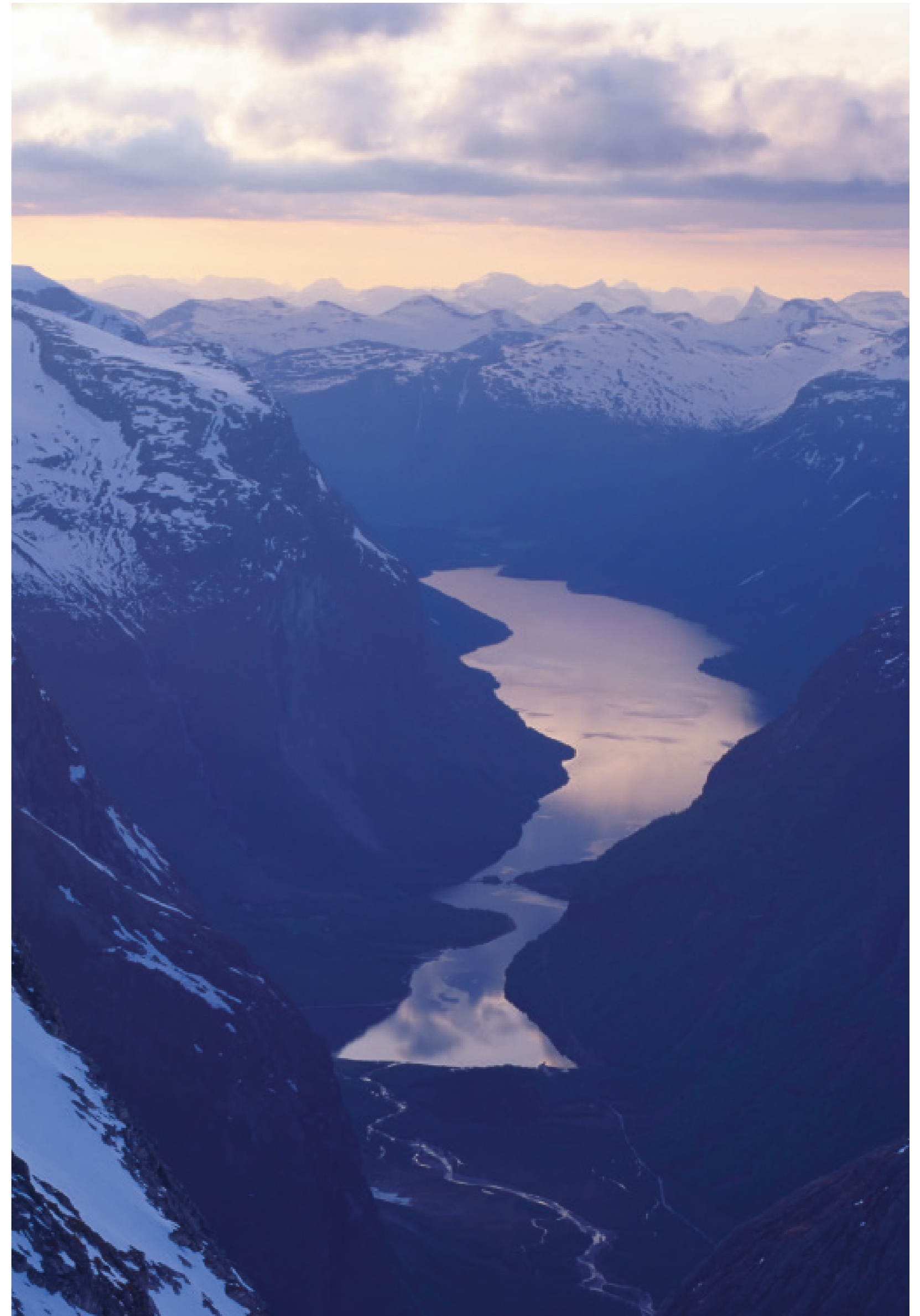
DURING THE LAST ice age, most of northern Europe lay frozen beneath a shield of ice almost half a mile deep. For the Palaeolithic hunter gatherers on the margins of the Arctic Ocean, life continued much the same; they depended on their knowledge of sea and shore to survive. Like every other human before or since, however, what they really lived on were their dreams.

On these wild and icy shores, a kind of dreamscape in themselves, humans learned to adopt nature's rhythms and to adapt to her most volatile demands. Not without reward; for this is where one of nature's greatest gifts to humankind was first discovered: small and soft as a whisper, the down of the eider duck.

Today, eiderdown is the product of a remarkable symbiosis between man and bird, dating back a thousand years. It's a relationship based on the clear understanding that taking too much from nature today means nothing is left for tomorrow. But give – and you will receive, every time.

This organic dynamic has given rise to a long, Norwegian tradition of hand-crafting eiderdown duvets, the finest examples of which can last for generations.

Here at Norvegr, we are very proud to be still passing on our own expertise in duvet making after half a century. Welcome to the land where dreams are born to last ...





Eiderdown THE QUEEN OF SOFTNESS

SELDOM IS NATURE QUITE SO SOPHISTICATED. THE DECEPTIVELY HUMBLE DOWN OF THE EIDER DUCK IS IN FACT A WORK OF PURE GENIUS.

There are many reasons why this material has been coveted for so long, but the eider keeps its secret quite literally close to its chest. The down comes only from the female eider, who plucks it from her own breast to feather her nest. Whenever she needs to wander down to the sea to feed, she simply spreads a little down over her eggs. This is enough to keep them warm for the whole day – tribute enough to the unique insulating properties of this material.

IT FEELS LIKE A DREAM, BUT THE REALITY WILL LAST FOR DECADES.

Eiderdown is different from any other kind of down. Place a little eiderdown in your hand and the warmth will soon spread, and the down will expand. Hold up a ball of eiderdown in the air, and nothing falls away. This is because the eiderdown does not have a quill shaft, but instead has a fixed central point from which the barbs spread outwards. Small hooks at the end of the barbs make the down stick together. This also

makes the down very hardwearing, because there are no quills to break; there are eiderdown duvets that have been in use for more than 100 years.

HAND PICKED FROM ABANDONED NESTS AND HAND CLEANED

After midsummer, the female and her ducklings leave the nest and head for the sea. Then it's harvest time. Each abandoned nest yields only 15-20 grams of down, which is picked by hand. This means that the Eiderdown harvesting is completely sustainable, and no harm is done to the birds. After the harvesting, it takes one experienced person at least one week to hand-clean 1 kg of eiderdown, previously taken from 60 nests. The hand picking and hand cleaning is essential in preserving the unique properties of the eiderdown.

Norvegr sources its Eiderdown from the Norwegian island of Svalbard, where the eider ducks are cared for by the locals and co-exist with the infamous Polar Bear. With an annual production of less than 100 kilograms, sufficient for only about 100 king size duvets, this is truly a Norwegian national treasure.



A MIDSUMMER *Night's Dream*

...THAT CONTINUES THROUGH THE BLEAK MIDWINTER.

DUCKS AND GEESE in colder climates naturally produce larger, softer down. A thousand years ago, the Vikings already appreciated the value of down from Arctic seabirds, and this knowledge has been handed down through the generations. Today it remains essential in the production of the luxury Arctic duvets designed and crafted by Norvegr for the most discerning clientele.

Enveloped in the softest cloud of warmth, even insomniacs are soothed, while sybarites feel indulged.



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THE MALE'S BRIGHT WHITE, BLACK AND GREEN PLUMAGE CONTRASTS MARKEDLY WITH THE FEMALE'S CAMOUFLAGING STRIPED BROWN.



THE EIDER LIVES ALONG THE COASTS OF NORTHERN EUROPE, NORTH AMERICA AND EASTERN SIBERIA.

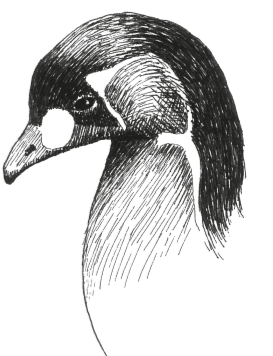


SOMATERIA MOLLISSIMA BOREALIS

IN DAYS GONE BY, entire communities would depend upon down-picking and for several months a year life in the local area revolved around the birds. Once spring had arrived and the birds noisily announced their return, it was essential to let them settle in undisturbed.

The nesting period lasts a month. Then the birds "go to sea". This means that the mother eider gathers her ducklings together to brave the journey down the beach to the ocean and a whole new life among mussels and seaweed.

This is still the moment the community waits for all year, because now is the time to harvest the down left in all the nests. It takes a strong back, nimble fingers, and infinite patience, but the work provides crucial extra income for life in a tough rural environment.



SIBERIAN GOOSE



THE CHOICE *of Kings and Queens* SINCE THE VIKING AGE

FOR MORE THAN 1,000 YEARS, DOWN AND FEATHERS HAVE BEEN AN IMPORTANT PART
OF NORWEGIAN TRADE, TRADITION AND CRAFTSMANSHIP.

IN THE AUTUMN of 834 AD, Queen Asa of Agder was buried inside the beautiful Oseberg Ship. Archaeologists examining her grave discovered an ornate bed, dressed with the most beautiful textiles ever seen from the Viking Age. Between the gorgeous fabric covers, and inside the exquisite pillows, were thick layers of the softest, most luxurious down ever known – pure eiderdown.

In fact, furs, feathers and down from the highest latitudes were prized long before the Viking Age. Sable and eiderdown were marks of high rank for several reasons. Royalty and the nobility knew that these merchant goods were not only hard to obtain, but of exceptional quality. They knew that arctic seabirds develop the best down to insulate their small bodies against the bitterly cold polar nights, just as arctic mammals develop the warmest pelts.

And as bluebloods themselves, they demanded only the warmest and the very best.

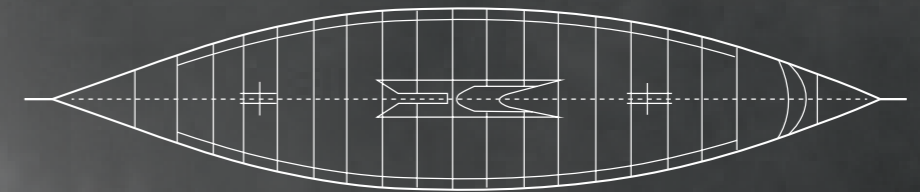
Centuries later, power still commands privilege, and there are few truer privileges than the bliss of a perfect night's sleep. At Norvegr we continue to pursue the time-honoured tradition of creating superlative bedding for an exclusive, international clientele. Many of our duvets are privately commissioned and tailored to meet individual requirements.

Our signature collection features handcrafted duvets filled with the finest Siberian Goose Down and covered with softest ticking in pure Egyptian cotton. We remain as passionate about genuine craftsmanship as the day we set out on our journey, almost fifty years ago.



“I lived north-most of all the Northmen, on the north side of the country by the western sea, but the land goes even further to the north.”

Ottar of Hålogaland. Ca 870 AD.



THE TRUE STORY OF A LONG TRADITION.

THE STORY OF OTTAR the Viking’s epic voyage into the great unknown northlands – “Norvegr” – still fascinates even today. Unlike many great sagas, however, it happens to be true.

In 870 AD, a traveller arrived at the court of King Alfred the Great, in the Anglo-Saxon kingdom of Wessex. One of the most powerful men in Norway, this Viking came not to raid but to trade, and like all travellers he was all the more welcome for entertaining the court with stories about his journey. As the fire blazed in the great hall, and the wine was passed around, he started with the simple motive for his quest: “I wanted to find out how far north my country ended.”

Ottar set sail from his home port of Hålogaland, near the Arctic Circle, and headed north for ten days. Navigation was simply a matter of keeping the uninhabited coast to his right, and he sailed this ‘North Way’ until the coast curved steeply to the east. Undeterred, the intrepid Ottar and his Viking crew kept sailing east till they came to the land of the Bjarmers, in what we now know as

Russia. No one had ever sailed that far north before, but Ottar was as pragmatic as he was inspired. All along the route he collected fur pelts, feathers and precious down, for in those days a man’s wealth was measured by what he could trade. Many months later, his voyage home took him south along the Norwegian coast to the market at Kaupang, then on to Hedeby in Denmark for more trading, and finally to the court of King Alfred, where he knew his treasures would be eagerly received.

Perhaps it was the Viking’s exotic accounts of his encounters with the sea Sami people, and their whale and walrus hunting in the Arctic, or perhaps it was gratitude for the gracious gift of eider down to his host, but at any rate Alfred was so impressed that he added Ottar’s story to his Anglo-Saxon version of the Compendious History of the World by Paulus Orosius.

For Norvegr, all this is of more than historical interest. It authenticates the legendary tradition of trading luxurious down products that underpins our business today.

THE ANATOMY OF *Travel*

WHAT LIES BEHIND THE HUMAN NEED TO SEEK OUT NEW HORIZONS? IS IT MERELY
A THIRST FOR NOVELTY OR DISTRACTION, OR SOMETHING MORE?

WITHOUT CURIOSITY, WE would be nowhere. Without the desire to see around the next corner, to know what happens next, we would have no fire, no wheel, no bread – and nothing to look forward to. Curiosity is our tool for survival. It also produces the human need for a meaning to life: “What am I doing here?”

If travel is not the answer (and for many it is), it offers us a way of seeking one. Pursuing an adventure can make us feel better about ourselves. Identifying with people, landscapes and things that inspire us helps us feel more in touch with our “real self”, or perhaps more connected with something spiritual. Travelling to the lands of our ancestors helps us reconnect to the past, to our roots. At the very least, a change from routine can give us a fresh perspective on the life we are living at home. What the best journeys do, ironically, is increase our curiosity, and our desire to discover more...

ALMOST 500 YEARS BEFORE COLUMBUS.

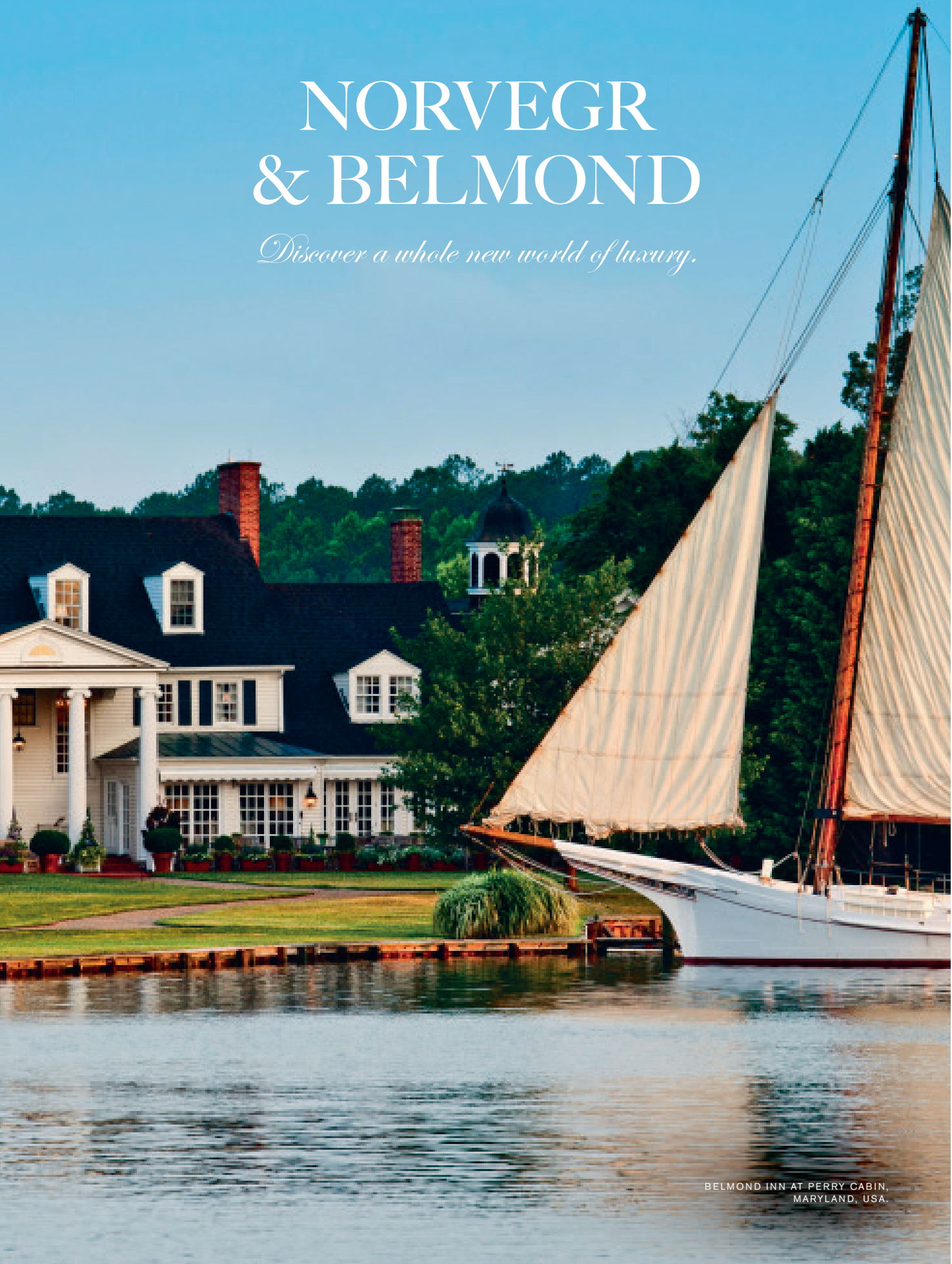
Archaeologists tell us the true Viking saga, the facts about just how far they journeyed. Fearlessly curious, they were the frequent travellers of their day.

The Vikings sailed across the Baltic Sea and down the Russian rivers to settle, trade and wage war with the local inhabitants. They sailed into the Black Sea and “visited” Constantinople. We can trace their route from there into the Mediterranean and out again through the Straits of Gibraltar. The Bayeux Tapestry depicts Vikings sailing the Seine. Eirik Raude sailed to Greenland, passing by the Shetland Islands, Faroe Islands and Iceland. And in the year 1000 or 1001, the Viking Leiv Eiriksson landed in America. Almost 500 years before another keen explorer landed himself all the fame.



NORVEGR & BELMOND

Discover a whole new world of luxury.



BELMOND INN AT PERRY CABIN,
MARYLAND, USA.

*B*ELMOND IS a collection of iconic hotels and travel experiences worldwide. We are delighted that this international company has chosen Norvegr duvets and pillows for its guests around the globe, to ensure their comfort in every climate. A glance at the Belmond destinations below shows just how diverse these can be.

BELMOND GRAND HOTEL EUROPE | *Russia*

A cultural and culinary landmark, Belmond Grand Hotel Europe has played a central role in the life of St Petersburg for over 130 years. A truly iconic Belmond hotel, it stands on Nevsky Prospekt among the city's great architectural treasures and is renowned for its impressive façade and decorative interiors.



BELMOND EAGLE ISLAND LODGE | *Botswana*

Belmond Eagle Island Lodge in Botswana's Okavango Delta is the ultimate luxury safari paradise. Situated on remote Xaxaba Island among a web of waterways and lush vegetation, it overlooks a lagoon that attracts a breathtaking variety of big game and exotic birds. Explore the region by local canoe, set out on a game drive, or roam on foot.



BELMOND LA RESIDENCIA | *Spain*

Sheltered by green mountains on Mallorca's peaceful northwest coast, Belmond La Residencia is one of Spain's finest luxury boutique hotels. Its twin manor houses and award-winning spa sit in lush gardens among olive and citrus groves on the edge of the artists' village of Deià.

BELMOND COPACABANA PALACE | *Brazil*

This glamorous landmark is South America's most famous hotel, positioned beside the celebrated Rio de Janeiro beach. Opened in 1923, it is known for its art deco swimming pool, chandelier-hung ballroom and sensational restaurants and Piano Bar.



BELMOND ROAD TO MANDALAY | *Myanmar*

Cruising gently along the Ayeyarwady River, Belmond Road to Mandalay accesses the unique sights, scents and sounds of Myanmar in Belmond style and luxury. From the royal city of Mandalay, this beautiful craft voyages south to the ancient capital of Bagan, with its 2,500 pagodas spread across a dusty plain; it also heads north through forested gorges to Bhamo near the Chinese border.



NORVEGR PROVIDES EXQUISITE DOWN DUVETS AND
PILLOWS FOR GUESTS OF BELMOND BOTH AT AND ON THEIR
WAY TO THE WORLD'S MOST ICONIC DESTINATIONS.

EASTERN & ORIENTAL EXPRESS
LUXURY TRAIN IN SOUTHEAST ASIA.

TRUE FACTS ABOUT *a Fairy-tale Quality*

NOTHING MAN HAS created comes close to the fairy-tale quality of natural down. Arctic down provides you with the ultimately comfortable climate, transporting the humidity away from your body. It is also the best choice for asthmatics and those with allergies, because allergy to down and feathers is very rare, whilst for asthmatics the main problem is allergy to mites. Recent medical studies show that synthetic pillows may contain 8 times more allergens (from mites) than down- and feather-filled pillows.

TAILOR-MADE BY NORVEGR.

Our customers appreciate the personalized solutions we can offer. Our duvets are often tailor-made, individually adjusted to meet each customer's unique requirements in accordance with their locale.

People living in regions with distinct seasons should ideally have two different down duvets, whilst people living at a steady year-round temperature may be happy with just one. Whether you live in icy climes or your surroundings are tropical, a down duvet provides ultimate comfort because down offers outstanding natural insulation against extremes. Compliments attesting to this fact over the years have come from Norvegr customers as far afield as the Caribbean, the Mediterranean, Scotland and South Africa. They share something important with the Norwegians of old, who dived straight under their duvets on arctic winter nights, or hopped back into the same downy beds on balmy summer nights after a dip in the Atlantic under the midnight sun. As one of our old friends put it: "There is no going back after a Norvegr."



The wonders of the arctic cold.

Nature has equipped ducks and geese with down and feathers. This unique natural protection even allows them to swim in brash ice. Down and feathers consist of small air passage systems, insulating their small bodies. The air serves as a barrier, preventing cold or warmth from reaching the body and thus providing insulation against the freezing Arctic temperatures as well as the warm midsummer sun.

THE FILL POWER.

Down and feathers from sea birds are protected against humidity, and transport humidity away from the body. It is this quality that provides the comfortable and healthy microclimate that only a down duvet can offer.

The international measurement for the down's capacity to contain air is called the fill power. This is measured on a scale from 1 to 15 cm according to European norms, or according to the International Down and Feather Bureau, on a scale from 0-225 mm or 0-900 CUIN, often referred to as LOFT. The fluffier and less compressed the down mix is, the better the quality of your duvet. And the greater the fill power.



Standard Collection

Arctic White Duck/Goose, 100 % down. Fill Power 11

- The starting point for the exclusive Norvegr collection.
- Delivering the unique experience of a 100 % down filling.
- Good insulating, moisture transportation and temperature regulating abilities.



Classic Collection

Arctic White Goose, 100 % down. Fill Power 12

- High fill power down with a large capacity to contain air.
- Low weight duvets.
- Excellent insulating, moisture transportation and temperature regulating abilities.



Premium Collection

Siberian White Snowgoose, 100 % down. Fill Power 14+

- The best commercialized goose down in the world.
- Extreme fill power.
- Almost weightless duvets.
- Unsurpassed insulating, moisture transportation and temperature regulating abilities.



Limited Edition

Norwegian Eiderdown

- The most exclusive quality there is.
- The best heat retention of all types of down.
- Down hand picked from abandoned nests and hand cleaned. - An annual quantity of less than 100 kg.



White Egg Goose / Mother Goose

Fill power 14-15 / 221-225 mm / 840-900 LOFT.

Only available in small quantities and therefore not a commercial grade of down, the raw material provided by these birds is a natural treasure. The total yield of this down varies from year to year and from region to region. It is the most exclusive down of all.

From time to time we have access to similarly exceptional kinds of down. They are ranked among the very best and only available in strictly limited quantities. Please contact us for further information.

HOW TO CHOOSE A DOWN DUVET

AN INVESTMENT *For Your Family*

FOR GENERATIONS.

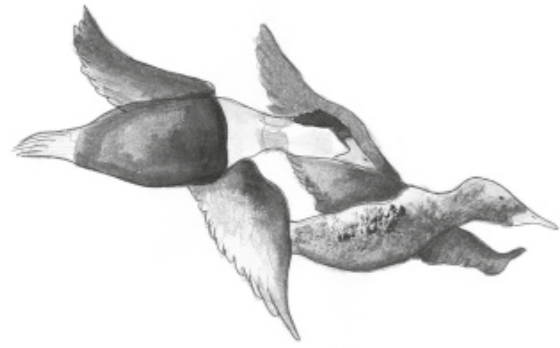
LONG, WIDE CHANNELS allow the down to circulate freely and to breathe, so always check the construction of a duvet before buying. Channel-type duvets embrace your body lightly and comfortably and require a higher quality filling than box-stitched duvets. The full-length channel type construction of a Norvegr duvet enables us to add or remove down to regulate the content and make your duvet fit you. Take a 140 x 220 cm duvet, for instance. If you

often feel the cold, we might recommend a 7 channel down duvet with plenty of arctic goose down. If you are a warmer person, we might recommend a medium duvet, maybe with 12 channels and less down.

Down and feathers also have the supreme ability to spring back into shape after being compressed, an elasticity they retain for decades. You spend one third of your life in your bed. Be conscious of your choices.



DOWN AND FEATHERS FROM SEABIRDS TRANSPORT
THE HUMIDITY AWAY FROM THE BODY.



FLOCKS OF DUCKS CHOREOGRAPH THEIR DIVES. THOSE IN FRONT DIVE FIRST, FOLLOWED BY THE EIDERS BEHIND.

OUTSTANDING LONGEVITY. When you have chosen your friend for life, ensure that your duvet is properly maintained. Channel type duvets permit proper cleaning by enabling removal of the down from the channels. Our service consists of removing the dust from the down content, steam-cleaning the down in pure water, drying it, and changing or washing the channels before we put the content back into the duvet case. We recommend you clean your down duvet every 7th year. That way it will feel fresh as new for a lifetime.

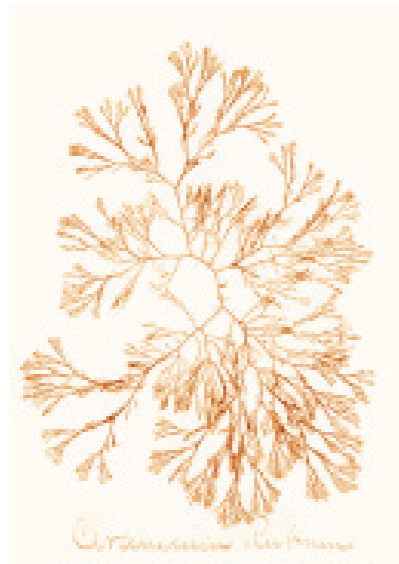
If you cannot find a professional down cleaner, a channel style duvet can be washed by a good laundry service with professional, large washing machines.



THE EIDER CAN DIVE DOWN TO 20M DEEP TO SEARCH THE OCEAN FLOOR FOR ITS FAVOURITE FOOD – MUSSELS.



ITS SCIENTIFIC NAME, SOMATERIA MOLLISSIMA, ROUGHLY MEANS "BODY WOOL, VERY SOFT."



The Eider
THE EIDER'S BODYLENGTH IS 50-71 CM – THE LARGEST SEA DUCK IN THE NORTHERN HEMISPHERE.



EIDER – A SEA duck with unique characteristics. A very sociable bird, they like to do things in groups, which may number from tens to thousands.

Young eiders often benefit from the care of "aunts," which are non-breeding females. These "aunts" accompany the ducklings to the water with their mother and help to protect the young from predators.



ELEMENTS OF QUALITY

Our duvet and pillow cases are made in the finest batiste from 100% pure Egyptian cotton. This fabric meets our extremely stringent requirements and is woven in a way that allows the down to breathe. It is also impervious to down, so you'll never be bothered by anything tickly piercing through.

No outside stitches



WHY SHOULD YOU CHOOSE A NORVEGR DOWN DUVET?

Nº 1 WE ONLY MAKE *channel type duvets*. We choose 20 cm wide channels for cold winters, and 11.5 cm wide channels for summer or all-round duvets. All duvets have 2.5 or 4 cm high walls between the channels.

Nº 2 WE ONLY USE *down filling from seabirds living in the coldest areas*.

Nº 3 WE ONLY USE *100% down filling, no feathers*.

Nº 4 WE USE MAINLY *Goose down filling for duvets*. We use a white 100% Goose/Duck down mix filling for pillows.

Nº 5 OUR 100% DOWN *filling permits us to use the 'Finest Swiss Batiste' in 100% cotton. Always with the appropriate thread count for the filling.*

Nº 6 WE TAILOR OUR *duvets to you*. Our standard or average filling weights are based on 50 years of experience, but can be adjusted to your requirements.

Nº 7 OUR DUVETS CAN *be properly maintained as the down can be removed from the channels*.

Fill power

THE FILL POWER TELLS YOU A LOT ABOUT HOW WELL THE DOWN CAN FILL YOUR DUVET AND LEAVE ROOM FOR THE AIR THAT IS WARMED BY YOUR BODY WHEN YOU SLEEP. FILL POWER IS MEASURED ON A SCALE OF 1 TO 15. THE HIGHER THE NUMBER, THE BETTER THE FILL POWER.

Our Range

DOWN QUALITIES:

Arctic White Duck/Goose down
Arctic White Goose down
Siberian White Snow Goose down
White Egg Goose/Mother Goose down
Eiderdown

All Norvegr down grades are 100% down, no feathers

DUVET SIZES:

140 X 200/220 cm
200 X 200/220 cm
224 X 234 cm
230 X 220 cm
260 X 220 cm
272 X 234 cm

Any other sizes upon request.

PILLOW SIZES:

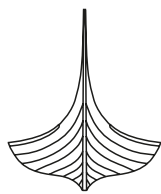
45 X 50 cm
50 X 60 cm
50 X 70 cm
60 X 60 cm
60 X 80 cm
50 X 90 cm

Any other sizes upon request.





It feels like a dream - but the reality endures.



NORVEGRTM

Arctic down duvets

UNIQUELY HANDCRAFTED FOR ULTIMATE
COMFORT AND WELL-BEING

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