



Heavenly design

Award-winning design company Cloud Nine always considers the consumer's experience first. The team knows when to be playful and when to be serious and always has a strong Nordic focus on functionality and innovation.

By Maya Acharya | Photos: Cloud Nine

Cloud Nine specialises in the design of outerwear, mid-layers and next-to-skin-layers in fashion, active sports and profiling. The brand is the design child of Rita Schaffer and Jorunn Heggdal, who met at clothing company Bik Bok after being employed on the same day. After an exceptional 15-year partnership, Schaffer took over in 2007. Throughout its history, Cloud Nine has worked with a variety of clients, big and small, and has won prizes such as The Award of Excellence by the Norwegian Design Council twice.

Design that makes a difference

Looking at Cloud Nine's merit list, its versatility certainly stands out. Among their clients, you can find clothing brands such as Devold of Norway, Sätilla of Sweden and Lille Lam. Among them, Schaffer admits that a special project for her was the

development of clothing for LinusCare, a company that offers unique carrier systems for children in need of feed tubing. "The goal was to allow them to get the nutrition they needed by integrating the solution into their clothing. Being able to create design that made a difference to these children's lives by allowing them to be active was really big for me. It's a project that is very close to my heart," says Schaffer.

Functional fun

Cloud Nine specialises in technical fabrications with new production technology and special fabric development. This focus on technical expertise and innovation is very important to the company's ethos. "I always say that anyone can make good design, but to make something functional is something else. I say that we are 'red

line' designers, because we are constantly balancing on a fine red line between functionality, innovation and commercialism. We want to make good design that works but that, at the same time, people want to buy!" Schaffer asserts.

One of the ways in which Cloud Nine makes this a reality is by focusing on the consumer and the finished product above all else. "We basically start at the other end and work our way backwards," explains Schaffer. "We like to be playful in the design process, and make little 'worlds' for our clients where we map the whole setting before creating the product. We're a bit childish at Cloud Nine, but we have a lot of fun!"



For more information, please visit:
www.cloud-nine.no