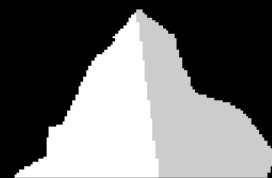


AURORA



c. 2024



SEE THE LIGHTS

APAS



Our Story

Aurora Borealis, or the “Northern Lights,” is a phenomenon that occurs when energized particles from the sun interact with the Earth at very fast speeds, causing beautiful dancing ribbons of colorful light that can be seen from the ground in the Arctic Circle regions. The oxygen in the atmosphere gives off the bright greens and yellows, whereas, the nitrogen gives off the blues, purples and pinks. Aurora season is between August and May and they can be seen almost every night during this time. Travelers from around the world make their way through the Arctic to see these lights every year. The Indigenous peoples that live in these regions, however, get to see the lights almost nightly and consider them to be the “souls of the dead,” making auroras a key element to their folklore. The Earth’s tilt in the Arctic Circle causes “Polar Night,” which is a full 24 hours of darkness, followed by the “Midnight Sun,” which is a full 24 hours of daylight.

The Arctic Circle makes up about 4% of the Earth’s entire surface, but still houses around 4 million people. The Circle includes a good portion of Russia, Finland, Sweden, Norway, Iceland, Greenland, Upper Canada and some of Alaska. For thousands of years, the Arctic Circle has been the homeplace and traditional territory of over 40 separate Indigenous peoples and these peoples represent about 10% of the 4 million total people living in the Arctic. The Inuits are the most widespread of these Indigenous peoples. To pay homage to the richness and significance of the Indigenous population, we wanted to capture the brilliance of their home through a recreation of the atmospheric phenomenon that is the Northern Lights. The symbols that which you see on the crest logo (pictured to the left) represent a close translation of the word “Aurora” in Inuktitut syllabics. This is the most common traditional writing system used by the Inuits in the Arctic Circle.

Aurora, the company, is a meticulously crafted modern fashion brand influenced by the cultures and materials of the Indigenous peoples of the Arctic and inspired by the colors of the Northern Lights. Aurora apparel invites the world to honor the peoples of the Arctic regions and inspire respect for the Indigenous by embracing the nature of the regions and all its conditions. It is important that each item be sewn, embroidered, or screen-printed by hand, as a nod to tradition over industry, and culture over profit. Aurora allows a minimalistic approach on high end fashion wear and invites all to step away from the mainstream and pay homage to the place and peoples of the Arctic.

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AURORA PUFFER JACKET



Model A is 6' and wears a size XL

From Aurora Season I Collection





Model A is 6' and wears a size XL	From Aurora Season I Collection.
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Model B is 5'10" and wears a size L

From Aurora Season I Collection





Model B is 5'10" and wears a size L	From Aurora Season I Collection
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Model C is 5'8" and wears a size M	From Aurora Season I Collection
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Model C is 5'8" and wears a size M	From the Aurora archival collection.
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Models shown wearing various t-shirt sizes

Sizes range from XS to XXL





Aurora puffer jacket, embroidered/stitched on front and back	c. 2024
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Aurora winter parka, embroidered/stitched on front and back	c. 2024
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Aurora hooded sweatshirt, embroidered/stitched on sleeves and hood

c. 2024



Aurora crewneck, embroidered/stitched on sides of sleeves

c. 2024



Aurora knitted sweater, embroidered/stitched on sides of sleeves	c. 2024
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Aurora word logo beanie, embroidered on front and back	c. 2024
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Aurora patch logo beanie, embroidered/stitched on front and back	c. 2024
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Aurora word logo t-shirt, screen-printed by hand on front and back	c. 2024
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Aurora word logo long-sleeve t-shirt, screen-printed by hand on front and back	c. 2024
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Aurora square logo t-shirt, screen-printed by hand on front and back	c. 2024
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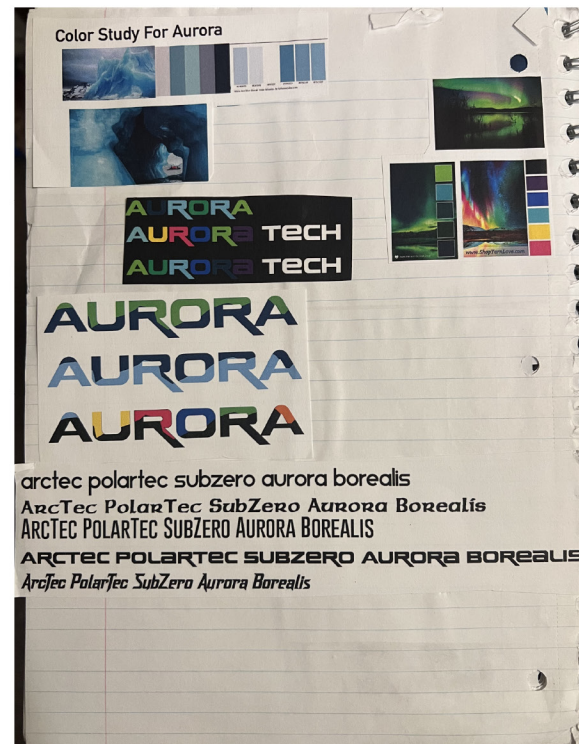
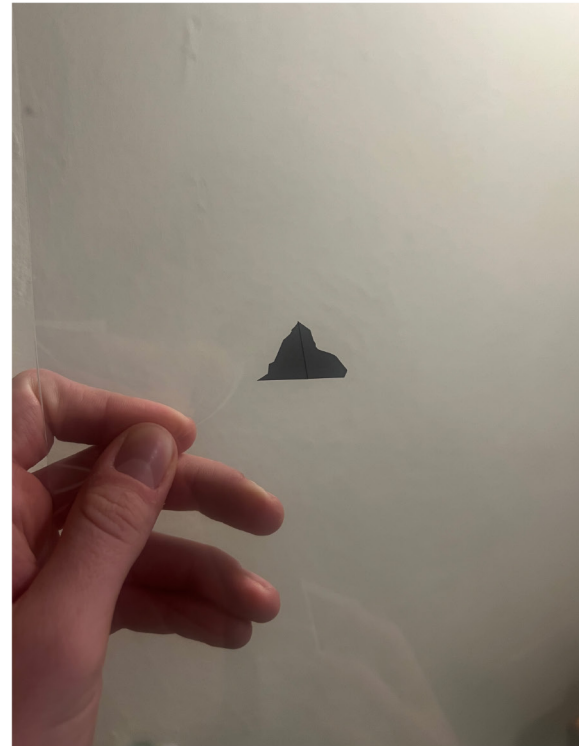
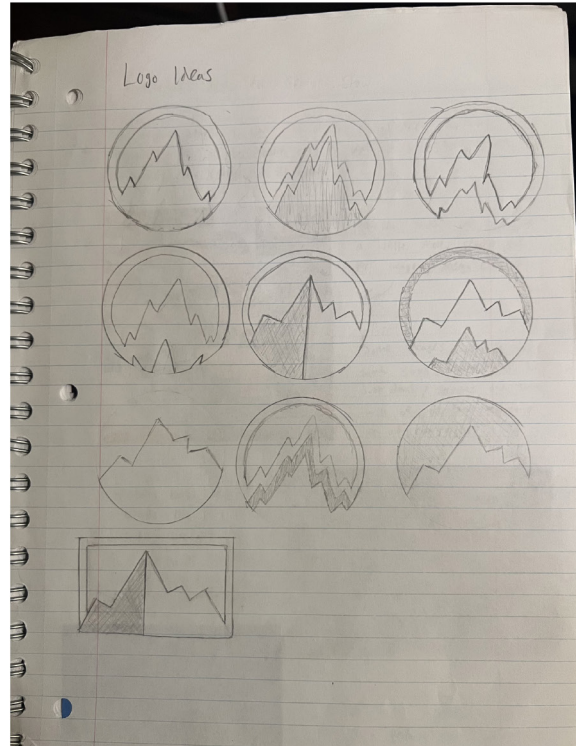
Aurora crest logo t-shirt, screen-printed on front and back	c. 2024
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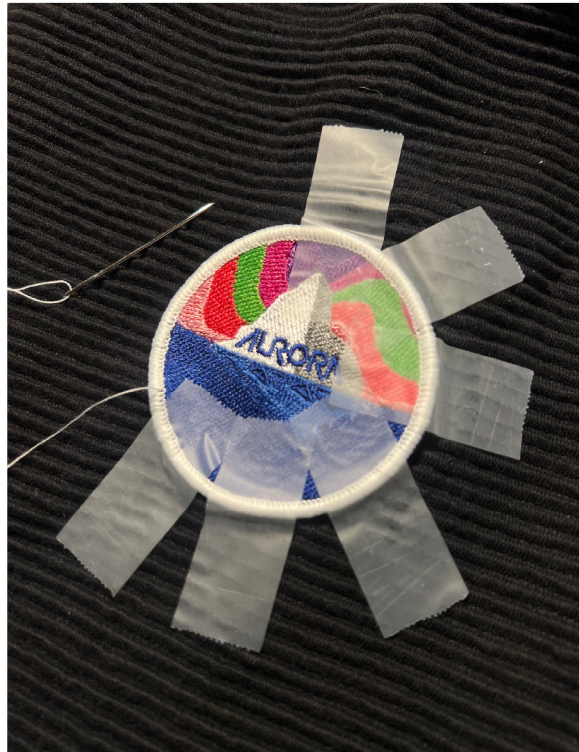




This coat is our North Star at Aurora; distinctive, hand-crafted, and made in harmony with the natural conditions of the Arctic. It comes with a reverence for the marriage of style and function. In order to keep warm in the -30° temperatures of the Arctic Circle, real animal furs have been used as layered insulants for thousands of years. The most common animal furs are mink, sable, fox and lynx; some furs being more popular for their lighter weight, others for their softer texture. This coat, in particular, is made with snow rabbit fur and dates back to the early 1900's.







Special thanks to the models that helped to properly display the Aurora Season I Collection.



Model A: Kenttwon Brown

Model B: Ryan Pasqualetti

Model C: Caitlyn Wills

Special thanks to
Professor Eliana Calle Saari &
Doctor Janette Knowles
for their intuitive teachings, noble
guidance and endless support
through the production of this brand
at Ohio Dominican University

Aurora and all contents for the brand are designed,
hand-curated, photographed and displayed
by Hayden W. Garland
c. 2024