

**JONAS
LINDSTRÖM
STUDIO**

**PORTFOLIO
FASHION
2018**

ABOUT

Jonas Lindström is a versatile Swedish photographer and creative director who is equally at home in the world of design as he is in the art and fashion scenes.

Since he founded his studio in 2002 the team has grown and now includes members equipped with the necessary set of skills and experience required to assist clients with images ranging from portraits to large scale scenographic concepts and moving images. Jonas Lindström is working with all facets of the design spectrum – from furniture and glass to crafts, fashion and architecture. What his projects have in common is a level of ambition matching that of his clients.

Text/Daniel Golling

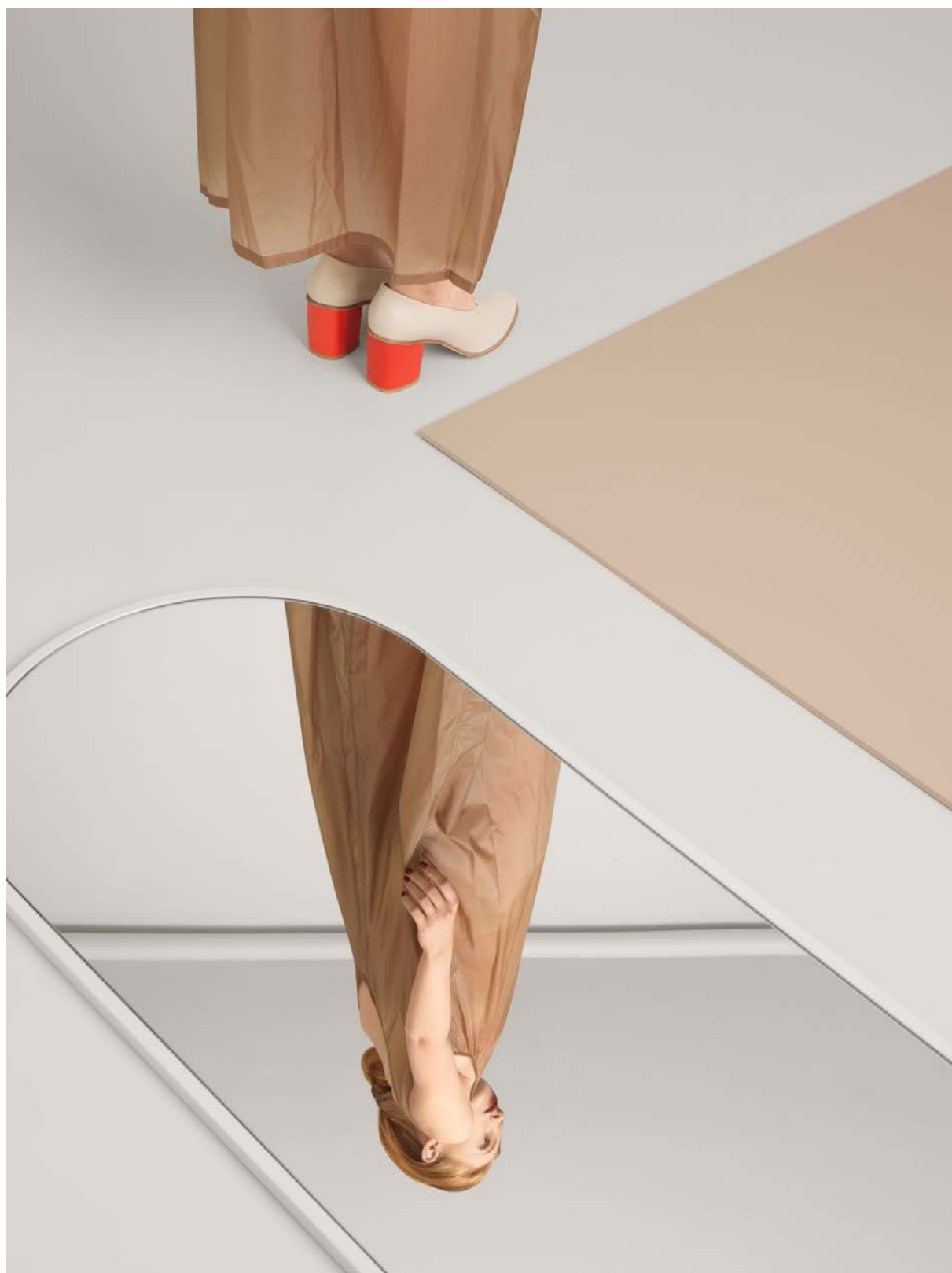
CLIENTS

The Absolut Company
ateljé Lyktan
Baux
Blå Station
Bolon
Cappellini
Condé Nast
Cosentino
Design House Stockholm
Flos
Fogia
Form Us With Love
Forsman & Bodenfors
Hem
Horisaki
HÅG
Hästens
Kettal
Kinnarps
Kosta Boda
Micael Bindefeld
Millesgården
New Wave Group
Nordiska Museet
Note Design Studio
Orrefors
Pernod Ricard
Philips
Playsam
RBM
Residence Magazine
Royal Design
FLOKK
Scania
TID Watches
Veryday
Zero













































BOLON/Botanic

Bolon is a renowned international design company who designs and produces flooring. In a traditional industry they have constantly been ground-breaking new thinkers proving that floors naturally goes hand in hand with art and fashion.

The Bolon Botanic collection was created after the company had made a revolutionary breakthrough in the field of vinyl. Their new material used plasticizers based on renewable plant based materials. To launch this new collection they decided to do something that would create a lot of buzz.

Together with design studio Form Us With Love and Jonas Lindström a visual concept and campaign idea was formed. Sculptor Anton Thorsson created sculptures of oversized fantasy flowers out of the woven floor material itself. Fashion designer Matilda Wendelboe specially designed the dresses for the photo shoot. Jonas Lindström translated the ideas into a series of photographs taken on his beloved great Alvar on the island of Öland.

The campaign reached huge success internationally where it got a lot of attention for its forward thinking and uniqueness. The campaign was used for a long period of time in magazines such as Wallpaper, Frame etc.











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