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Two visionaries create a new icon of fashion

World famous fashion designer Bea Szenfeld and legendary show truck builder Svempa Bergendahl have created a couture jacket made out of upcycled fan belts to celebrate truck drivers.

The duo share an unfaltering passion for innovation and custom made design, resulting in the co-creation of a truly unique piece of couture fashion: The Griffin Jacket. Inspired by the Scania Griffin symbol and created from 200 metres of reinforced fan belts from Scania, it weighs around 12 kg. The Griffin Jacket has been meticulously cut into 800 feather-like shapes and stitched together.

“Knowing that the driver jacket is an iconic and favourite product for all truck drivers, we decided to initiate this collaboration. The driver jacket is not just a functional piece of clothing for the drivers, but a way of expressing individual style too. With Svempa and Bea’s amazing effort, we have created a one of a kind driver jacket to salute all professional truck drivers on the road.” says Sophie Haftor, Director of Scania Vehicle Accessories and Branding Products.

Bea Szenfeld, whose designs have been worn by Björk and Lady Gaga is known for her experiential style that uses unconventional materials to create extraordinary pieces. Szenfeld was excited by the commission to create a unique piece of art for Scania, she says: “This was both a surprising and obvious collaboration. Whilst a lot of my work has involved using upcycled materials, usually paper, cutting reinforced fan belts from Scania trucks was a mammoth task and thought-provoking. It made us reimagine how we use resources and repurpose them!”

Svempa Bergendahl, who designs the world’s most famous show trucks says: “Having designed over 500 Scania vehicles, working with Bea on the Griffin Jacket was an excellent change of pace. We wanted to create something that celebrates the driver and brings the essence of Scania to life. Nothing embodies Scania more than the Griffin, which has grown to be an iconic symbol of Scania and the most recognisable feature of the brand.”

Inspired by The Griffin Jacket, Scania has also designed a limited edition ready-to-wear line, featuring design elements seen in The Griffin Jacket; the dark colour palette, feather patterns and the Griffin symbol. With drivers in mind, the collection caters to the demanding challenges faced by truck drivers daily. The collection, consisting of both women and men’s wear, was created with a clear sustainability thinking. With material choices such as organic cotton, recycled polyester and recycled metal, the collection includes caps, key rings, t-shirts, hoodies and driver jackets.

The Griffin Jacket will be auctioned online on Barnebys, raising funds to support ActionAid, a leading international charity which works with women and girls around the world by providing support to those affected by climate and environmental



changes. The auction will take place 7-22 November, 2017 and the winning bid and value will be announced shortly afterwards.

To learn more about the Griffin Jacket, Scania and the Griffin Collection visit scania.com/griffinjacket.

The Griffin Collection is available for purchase at shop.scania.co.uk.

For further information, please contact:

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Scania is a world leading provider of transport solutions. Together with our partners and customers we are driving the shift towards a sustainable transport system. In 2016, we delivered 73,100 trucks, 8,300 buses as well as 7,800 industrial and marine engines to our customers. Net sales totalled nearly SEK 104 billion, of which about 20 percent were services-related. Founded in 1891, Scania now operates in more than 100 countries and employs some 46,000 people. Research and development are concentrated in Sweden, with branches in Brazil and India. Production takes place in Europe, Latin America and Asia, with regional production centres in Africa, Asia and Eurasia. Scania is part of Volkswagen Truck & Bus GmbH. For more information visit www.scania.com.