

Press Release

Jun 13, 2024 | ID: 329897

Infinite Looks: Volvo Car Canada and SSENSE collaborate for exclusive EX30 Inspired Campaign

Commercial Photographer and Creative Director, Norman Wong, captures the unlimited fashion possibilities inspired by the new Volvo EX30

MONTREAL, June 13, 2024 – Premium global mobility provider, Volvo Car Canada, collaborates with iconic global fashion retailer, SSENSE to unveil a creative campaign shot by Canadian photographer, Norman Wong for the new fully electric Volvo EX30. The exclusive campaign imagery showcases the vehicle's versatility, marrying the worlds of high fashion and best-in-class automotive with looks inspired by the endless possibilities the EX30 represents.

The fully electric Volvo EX30 is the newest addition to the brand's lineup of premium vehicles and represents the intersection of thoughtful design and smart technology, brought to life in an elegant yet powerful EV. The EX30 confidently distills Volvo's Scandinavian design principles into a smaller, more concentrated package, without compromising on luxury. The refined interiors come in four unique interior room designs, each inspired by Swedish landscapes – Mist, Pine, Indigo, & breeze, while the sleek exteriors come in five colours inspired by the Scandinavian elements – Vapour Grey, Onyx Black, Moss Yellow, Crystal White, and Cloud Blue. These unique colours and design features come to life in the impossible number of SSENSE fashion looks.

"As a brand deeply rooted in innovation and design, we're so proud to be collaborating with a likeminded partner like SSENSE," said Aleiza Alerta, Director, Marketing & Communications at Volvo Car Canada. *"The Volvo EX30 embodies Volvo Cars' design values and we're thrilled to see this come to life through Norman's lens and the SSENSE team."*



The creative aims to imagine an SSENSE fashion carpool and seemingly infinite number of looks inspired by the EX30, featuring a cast of creative talent spanning artists, designers, models and creators including [Spencer Badu](#), [Jeremy Joo](#), [Isabel Okoro](#), [Mich Mao](#), [Lauren Armstrong](#), [Josh McIntyre](#), [Tre Akula](#), [Austin Banks](#), [David May](#), [Jacqueline Ashton](#), [Dani Roche](#) and [Emmanuel Uddenberg](#).

Canadians are invited to visit [SSENSE MONTRÉAL](#), the brand's flagship store located in Montreal, Canada from June 14-16 where they can shop the full looks featured in the campaign, see the EX30 firsthand and sign up for a test-drive at a retailer near them. The first look of the campaign can be experienced on [@SSENSE](#).

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About Volvo Car Canada Ltd.

Volvo Car Canada Ltd. is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCCL provides marketing, sales, parts, service, technology, and training support to the 38 Volvo automobile retailers across Canada. For more information, please refer to the Volvo Cars Canada media website at www.media.volvocars.com/ca/en-ca.

Volvo Cars in 2023

For the full year 2023, Volvo Car Group recorded a record-breaking core operating profit of SEK 25.6 billion. Revenue in 2023 amounted to an all-time high of SEK 399.3 billion, while global sales reached a record 708,716 cars.

About Volvo Car Group

Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".

"For life. To give people the freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker by 2030 and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.

As of December 2023, Volvo Cars employed approximately 43,400 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly

located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).

About SSENSE

SSENSE (pronounced [es-uhns]) is a global technology platform operating at the intersection of culture, community, and commerce. Headquartered in Montreal, it features a mix of established and emerging luxury brands across womenswear, menswear, kidswear, and Everything Else™.

SSENSE has garnered critical acclaim as both an e-commerce engine and a producer of cultural content, generating an average of 100 million monthly page views. Approximately 70% of its audience is between the ages of 18 to 40.

Keywords:

Corporate News, Press Releases, Product News, EX30, 2024

Descriptions and facts in this press material relate to Volvo Cars's international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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