

Creativity for All!



**“Creativity is  
contagious,  
pass it on.”**

**- ALBERT EINSTEIN**





## THE FOUNDER

Ariel is a 12 year old designer and entrepreneur who was inspired by her grandfathers artwork to create “art to wear”.

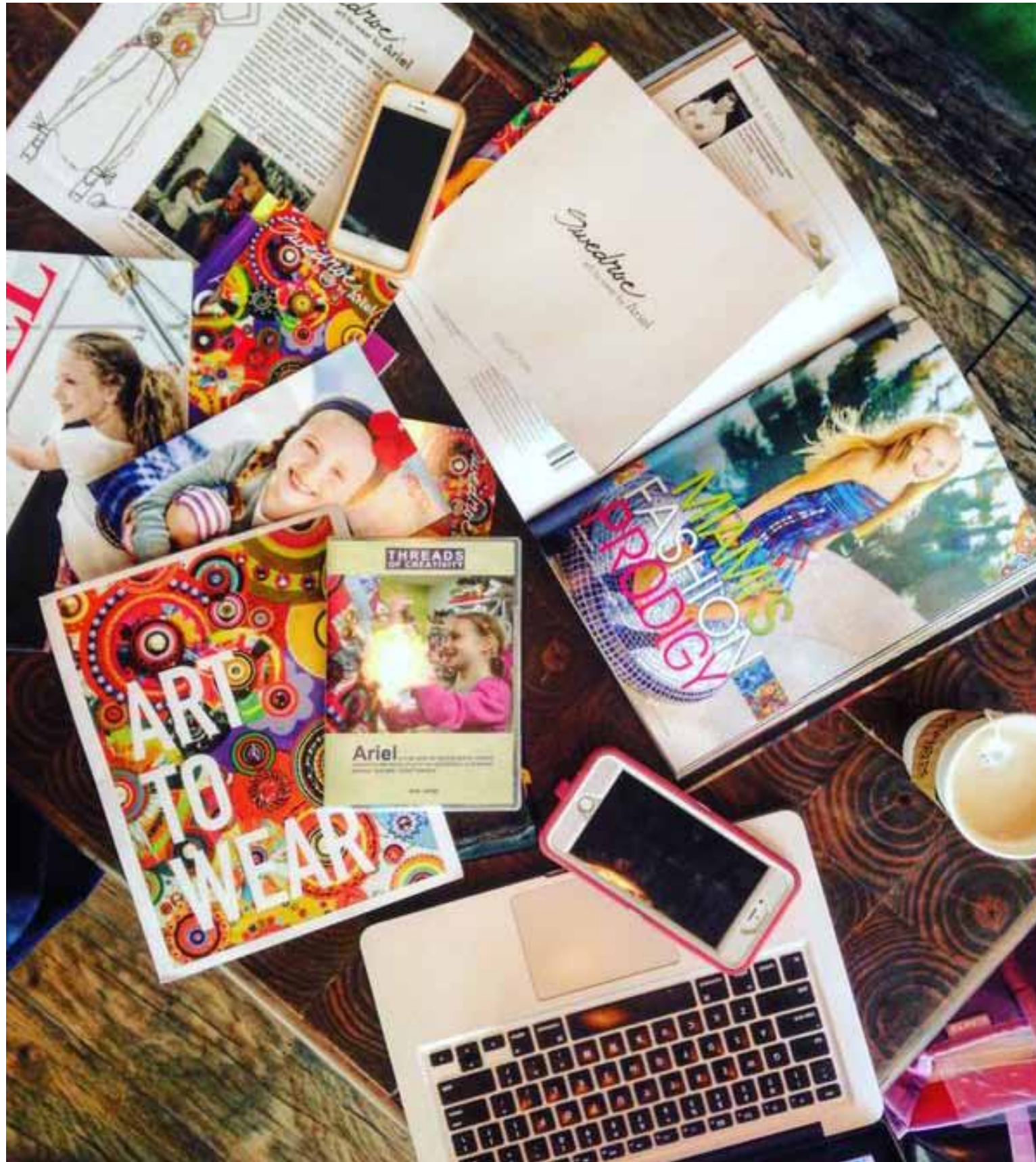




Ariel met Stella McCartney in 2012 — and from that moment on she wanted to be a designer.

That inspiration led her to join DesignLab Miami, a fashion and design program.





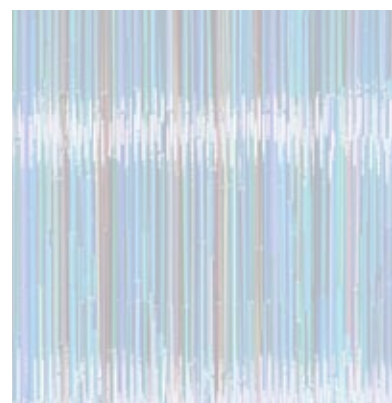
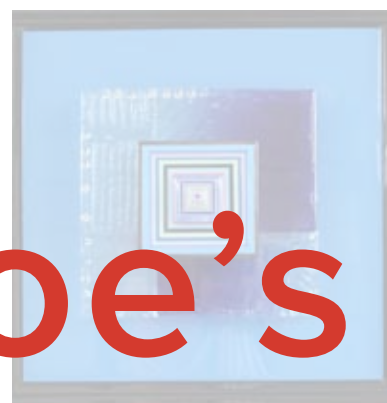
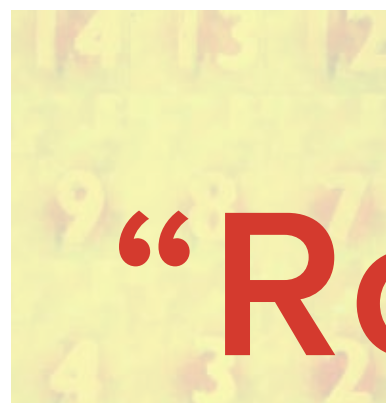
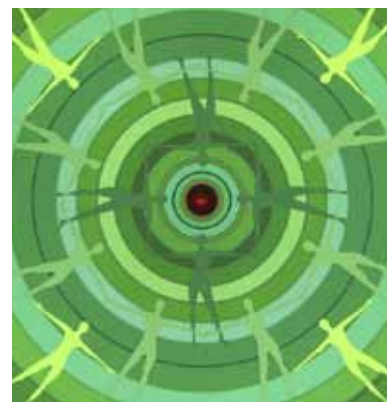
Today, Ariel has combined her love of fashion, art, and design with an entrepreneurial vision.



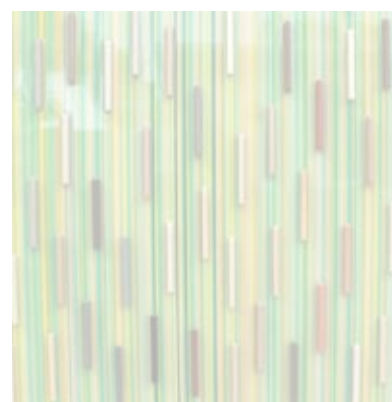
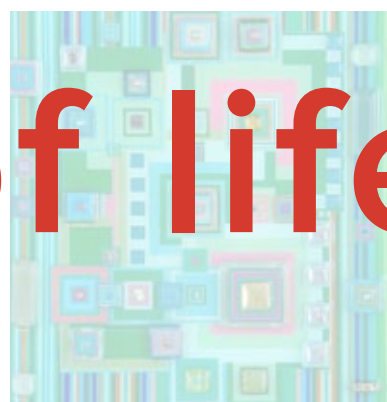
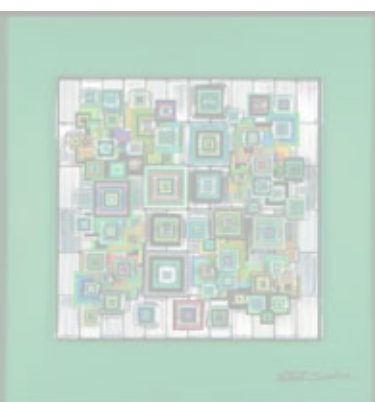


**THE ART:** Ariel's grandfather, Robert Swedroe, is an accomplished architect and collage artist. His artwork has inspired Ariel to create fashion based on the colorful, whimsical designs. As an homage to Robert, the brand is named after him.





“Robert Swedroe’s art



is full of life and love.”



SWEDROE

Products are...

- Fun + Whimsical
- Artful
- Expressive + Bold
- Fresh + New
- Experimental  
+ Inventive
- Well-Designed  
+ Well-Made
- Original + Unmistakably  
Swedroe





# Swedroe is Art to Wear

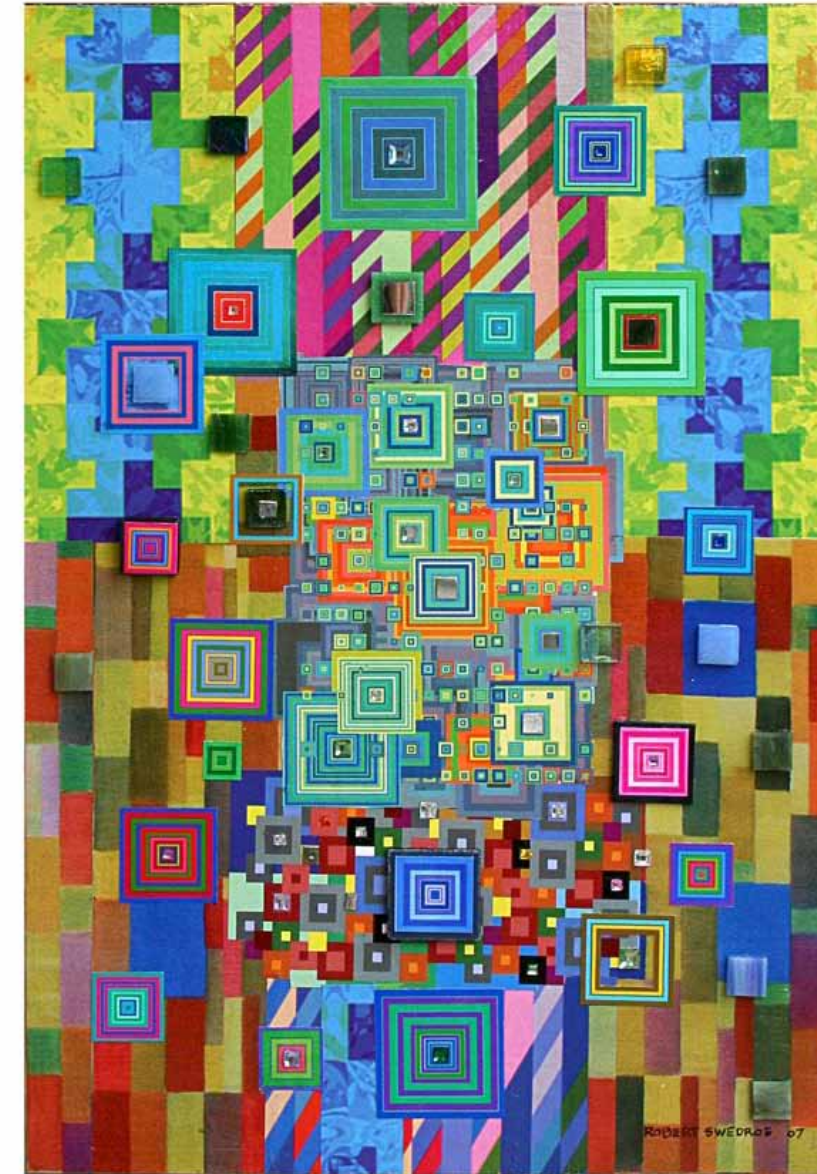




SWEDROE



# From painting to print



#123 Centroid Study 12" x 18" x 18" Mixed Media on Board 2007



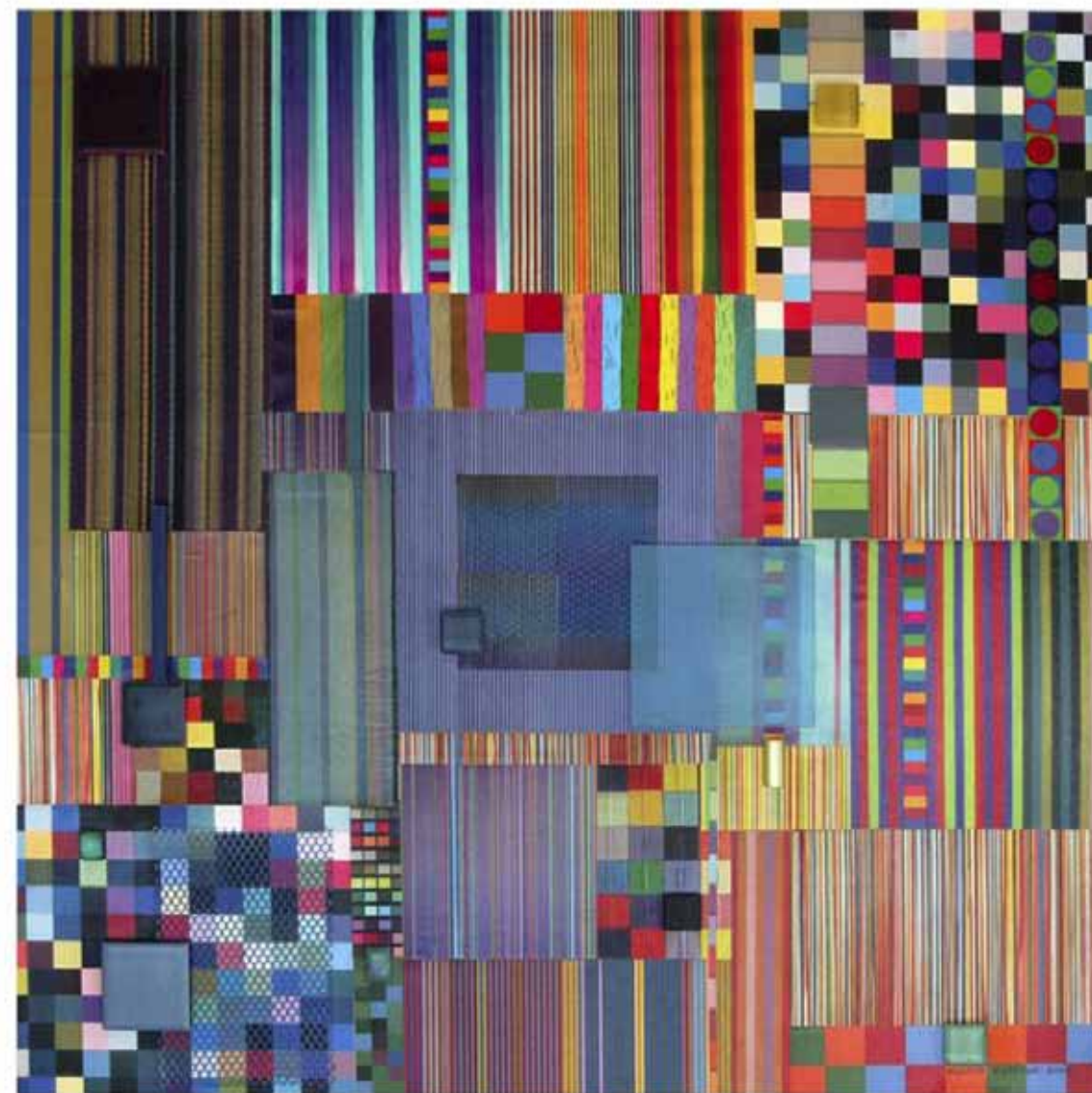


# Art All Over!



#71 Yesterday, Today, and Tomorrow 32" x 40" Mixed Media on Board 2007





#28 Test Pattern 24" x 24" Mixed Media on Board 2006



Inspired by  
patterns and pieces



#23 In Orbit 24" x 24" Mixed Media on Board 2006





Inspired by  
patterns and pieces



#455 Celestial Fireworks 24" x 24" Mixed Media on Board 2011





Inspired by  
patterns and pieces



#647 Cyber Square Green 24" x 24" Mixed Media on Board 2014





#282 One to Fifteen 30" x 30" Mixed Media on Board 2009







SWEDROE





## Infant and Layette



#423 Blue Tube II 24" x 32" Mixed Media on Board 2011



# Swedroe “Art to Wear” for Kids



# Walk, Swim, Lounge, Surf, Smile



# The Art of Being Organized





## Hot New Accessory Hits Market





**HEART + ART:**  
We Believe in  
creativity for all!





## Swedroe is all about creativity and self expression.

Ariel is passionate about supporting the charity Fresh Artists, who believes that art has the power to change lives. Their mission is to give a voice to children through access to the transformative process of art making.

Fresh Artists provides engaging art programs and art supplies to over 333,000 children in 956 low-income schools.









Thanks!





GRAJ+  
GUSTAVSEN

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