



ELLE LOVES

LAAIN

Want-to-wear pieces for sport and stylish living

What happens when a womenswear designer with a knack for simple, modern pieces meets a savvy stylist with a penchant for exercise? You get Laain, the fashion-meets-sports label set to take over your wardrobe. This is the answer to weekend dressing, people! Having launched their debut collection anonymously, the designers can now be revealed as Sheila McKain-Waid, Creative Director at Jaeger, and Tamara Rothstein, who's styled for Rupert Sanderson and adidas. Their aim? To create easy, stylish clothes, from comfy post-gym track pants to luxury parkas. This season, they've added nine cleverly designed workout pieces that will make you want to exercise. Get involved. *Prices from £80, net-a-porter.com*



Airtex top,
£105



Polyamide
jacket,
£189



Neoprene
shorts, £95

LABEL
TO WATCH



TOVE STYRKE



TOVE LO



SAY LOU LOU

SCANDI SOUNDS

Scandinavia has a reputation for cultivating its own kind of musician: all experimental arrangements and offbeat lyrics (see Lykke Li and Icona Pop). ELLE meets three more sharp, shimmering Scandi acts to soundtrack your life.

TOVE STYRKE

The former model may have finished third on Sweden's version of *Pop Idol* in 2009, but all vestiges of commercialism have gone from her electro-pop sound. And in its place? Her EP *Borderline*, which features clanging percussion, a groovy reggae backbone and attitude cranked up to the max. *Tove Styrke's new, as-yet-untitled album is out in March*

TOVE LO

The singer started out writing hits such as *Something New* for Girls Aloud, but her second single as an artist, *Habits (Stay High)*, made her the highest-charting Swedish artist in the UK since 1994. Its organic energy and hedonistic lyrics are alluring. *Tove Lo's debut album, Queen Of The Clouds, is out this month*

SAY LOU LOU

Twins Miranda and Elektra Kilbey-Jansson's sound is influenced by the vastly different music scenes of their Australian-Swedish heritage, resulting in an elegant synth-pop hybrid, demonstrated on sophisticated tracks *Julian* and *Maybe You*. *Say Lou Lou's debut album, Lucid Dreaming, is out in February*

THE ELLE PLAYLIST: FROM SCANDINAVIA WITH LOVE

1 HABITS (STAY HIGH) - Tove Lo. Good luck trying to get this one out of your head.

2 DANCING QUEEN - Abba. Feel the beat from the tambourine. It's a command.

3 DON'T WAIT - Mapei. Catchy tune. Sweden's got soul.

4 IT'S OH SO QUIET - Björk. Reigning queen of the Scandi music scene.

5 HOUSE OF DREAMS - Naomi Pilgrim. Heart-pounding beats from Lykke Li's former backing singer.

6 MY FAVOURITE GAME - The Cardigans. Get ye to a karaoke mic immediately.

7 JULIAN - Say Lou Lou. Ethereal electro-pop bliss.

8 WITH EVERY HEARTBEAT - Robyn. Definitive dancefloor anthem. Arms in the air.

9 BORDERLINE - Tove Styrke. Electro-tropical infusion.

10 THE CURSE - Agnes Obel. Haunting melodies with unusual lyrics. A winner.

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