



## SAFFRAN IN ST. PAUL

When St. Paul native Rita Erickson, 38, went to Sweden in 1981, it was for purely academic reasons. A doctoral student in cultural anthropology, Erickson did a field study in the southern Swedish community of Munka Ljungby. While living in the Skåne town, Erickson discovered the Saffran clothing chain (eight stores in Sweden, one in Denmark). She was so impressed with the designs and the colors on display that when she received her Ph.D. from the University of Minnesota in 1985, she promptly returned to Sweden to meet with the Saffran owners, Jan and Inger Venge of Uppsala. Soon she became the sole U.S. distributor.

Saffran (in English, saffron) manufactures and distributes clothing that is stylish but not faddish. Perhaps most noticeable are the simple lines and the nature-inspired colors: colors with names like seafoam, moss, heather, and even lingonberry. The clothing is informal and comfortable, never pretentious.

Erickson opened a retail store in St. Paul in the spring of 1986. Called Nordic Style, Inc., the boutique at 1053 Grand Avenue is open Wednesday through Friday, 10 a.m. to 9 p.m., and on Saturday, 10 a.m. to 6 p.m. All items in the St. Paul store are also for sale by mail order. A richly illustrated catalogue is available by writing to Nordic Style Inc., 1053 Grand Avenue, St. Paul, MN 55105. Telephone: (612) 292-8026.

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