



Stenströms.

www.stenstroms.com

Stenströms.

Autumn 2014



Stenströms

Our History - Shirtmakers since 1899



The year was 1899. Tailor August Stenström of Helsingborg was swamped with orders. His reputation for making the best, most fashionable shirts had spread far and wide, and all the most elegantly dressed men wanted a Stenströms shirt. That same year, the first Stenströms factory was built in the heart of Helsingborg. By 1912, it was Scandinavia's largest shirt factory and employed 140 people.

Today, over 100 years later, our reputation for unique quality has spread far beyond the country's borders, and our experienced craftsmen and women still do most of the sewing by hand. Each Stenströms shirt undergoes more than 60 separate production stages, 25 on the collar alone, to give it that special feel which is so characteristic of a Stenströms shirt.

Production facilities have been modernized during our more than 100 years of operation, but if a truly distinctive shirt is to be made, a shirt that retains its form, elegance and comfort year in and year out, certain operations simply cannot be automated.



Royal Purveyor

For many years, Stenströms has been a purveyor of fine garments to the Royal Court of Sweden, and is entitled, as holder of a royal warrant, to use the phrases "By appointment to H.M. the King of Sweden" in connection with marketing.



Perfection in every detail



Stenströms makes shirts for those who seek the finer things in life. Quality and style are a mark of wellbeing; feeling well-dressed at work and comfortable during your leisure time. A well-made shirt in the finest material retains its shape, elegance and comfort year in and year out.

The quality of a shirt is the sum of many details. The greater the attention to these details, the greater the quality. Stenströms mainly uses 100% Two fold cotton



1:3

fabrics, most of them woven from the finest Egyptian cotton. Fabrics for Stenströms shirts are supplied exclusively by Europe's quality-leading manufacturers. Our demands on quality and design are well known among weavers.

The combination of genuine craftsmanship and exquisite fabrics with fashion consciousness makes a shirt from Stenströms more than just a shirt. A Stenströms shirt is part of your lifestyle.

The Shop Concept



Since we introduced our Shop Concept, many shops have adopted the idea with amazing success. Stenströms collections are displayed in a distinct area of the shop and strong brand identity is thereby achieved. The customer has a good overview of the product range and the display is elegant, attractive and professional. But the Shop Concept is more than just exclusive interior design and better exposure. As a Shop Concept partner, you receive, among other benefits, special offers, access to marketing packages and assistance with training.

Contact your Stenströms rep for more information on how you can sign up for the Stenströms Shop Concept.



1:4

Autumn 2014

Stenströms

2:1

Stenströms

Slimline



2:2

Slimline • Autumn 2014

	Collar 11
	Style no 760111 Qual. no 5739-121 *
	Style no 785111 • Qual. no 1543-000 *
	Style no 712111 Qual. no 5752-753 *
	Style no 785111 • Qual. no 5701-120 *
	Style no 785111 • Qual. no 5701-570 *
	Style no 784111 • Qual. no 5709-113 *
	Style no 785111 • Qual. no 1562-000 *
	Style no 785111 • Qual. no 1563-100 *
	Style no 784111 • Qual. no 5772-101
	Style no 785111 • Qual. no 1543-100 *
	Style no 784111 • Qual. no 5744-121 *
	Style no 784111 • Qual. no 5709-513 *

	Collar 77
	Style no 785771 • Qual. no 1561-102 *
	Style no 785771 • Qual. no 1558-000 *
	Style no 784771 • Qual. no 5726-181
	Style no 781771 Qual. no 5766-183 *
	Style no 712771 Qual. no 5706-112 **
	Style no 785771 • Qual. no 1552-000 *
	Style no 784771 • Qual. no 5735-131
	Style no 781771 Qual. no 1548-102 *
	Style no 784771 • Qual. no 1546-001 *
	Style no 780771 Qual. no 5729-601 *
	Style no 781771 Qual. no 1467-530 *
	Style no 781771 Qual. no 1467-330 *

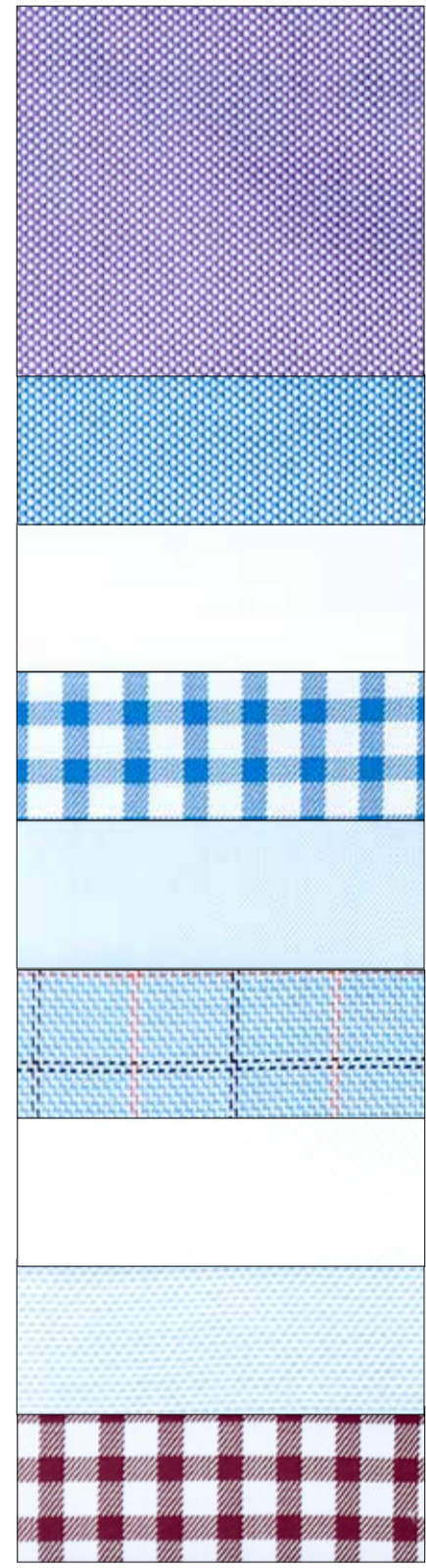
* Two Fold
 ** Luxury Poplin
 • Shirts have no contrast in boxpleat
 All shirts with single cuffs

Slimline • Autumn 2014



Stenströms
 Fitted Body

Fitted Body • Autumn 2014



Collar 11

Style no 685111 • Qual. no 5701-570 *

Style no 685111 • Qual. no 5701-120 *

Style no 685111 • Qual. no 1543-000 *

Style no 684111 • Qual. no 5709-113 *

Style no 685111 • Qual. no 1543-100 *

Style no 612111 Qual. no 5752-753 *

Style no 685111 • Qual. no 1562-000 *

Style no 685111 • Qual. no 1563-100 *

Style no 684111 • Qual. no 5709-513 *



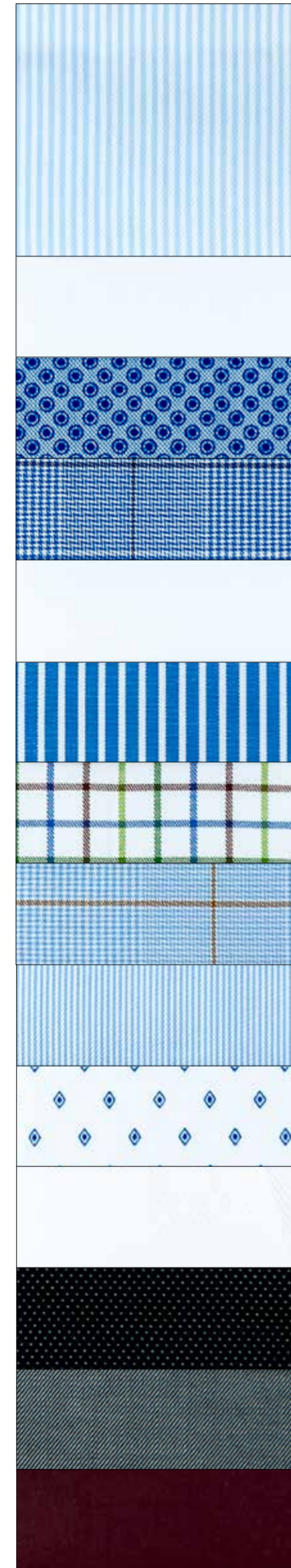


Collar 44BD

Style no 684441 • Qual. no 5756-753 *

Style no 684441 • Qual. no 5756-433 *

* Two Fold
 ** Luxury Poplin
 • Shirts have no contrast in boxpleat
 All shirts with single cuffs




Collar 77

Style no 685771 • Qual. no 1561-102 *

Style no 685771 • Qual. no 1558-000 *

Style no 684771 • Qual. no 5726-181

Style no 681771 Qual. no 5766-183 *

Style no 684771 • Qual. no 1546-001 *

Style no 612771 Qual. no 5706-112 **

Style no 660771 Qual. no 5750-433 *

Style no 612771 Qual. no 5766-103 *

Style no 681771 Qual. no 1548-102 *

Style no 684771 • Qual. no 5725-181

Style no 685771 • Qual. no 1552-000 *

Style no 680771 Qual. no 5730-601 *

Style no 681771 Qual. no 1467-310 *

Style no 681771 Qual. no 1467-530 *

Fitted Body • Autumn 2014

Stenströms

Slimline & Fitted Body Leisure Shirts



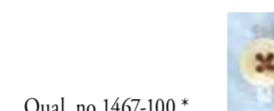
Slimline & Fitted Body • Leisure Shirts • Autumn 2014

Slimline

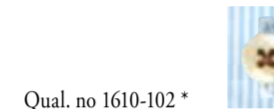


Collar 22
Style no 775221

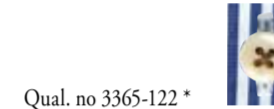
Qual. no 1467-000 *



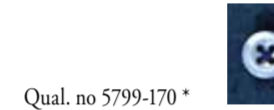
Qual. no 1467-100 *



Qual. no 1610-102 *



Qual. no 3365-122 *



Qual. no 5799-170 *

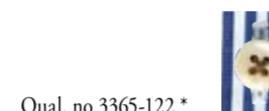
* Garment washed
All shirts with single cuffs

Fitted Body



Collar 22
Style no 675221

Qual. no 1467-100 *



Qual. no 3365-122 *



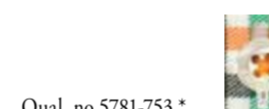
Qual. no 5799-170 *

Fitted Body



Collar 44BD
Style no 675441

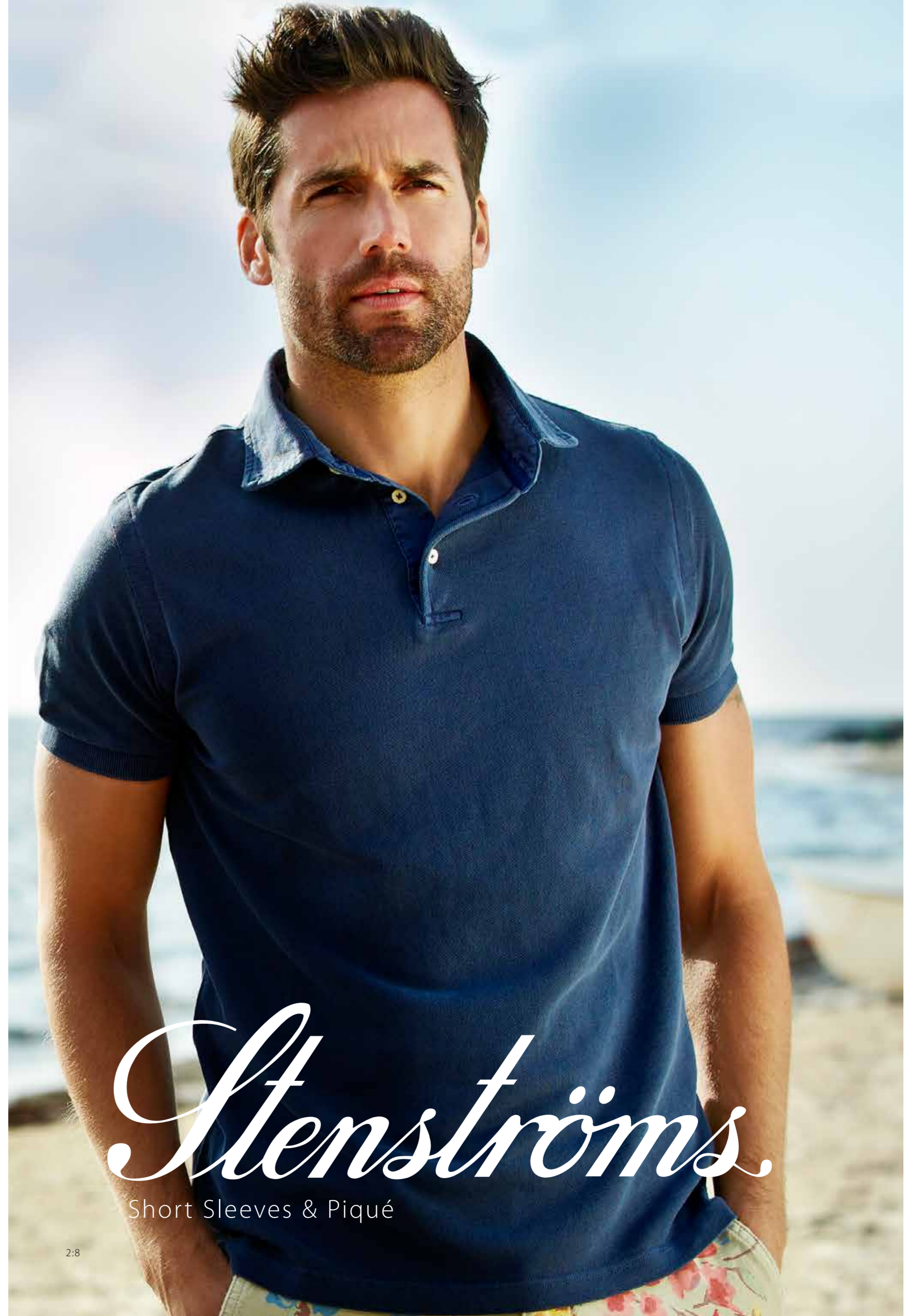
Qual. no 5781-273 *



Qual. no 5781-753 *



Slimline & Fitted Body • Leisure Shirts • Autumn 2014

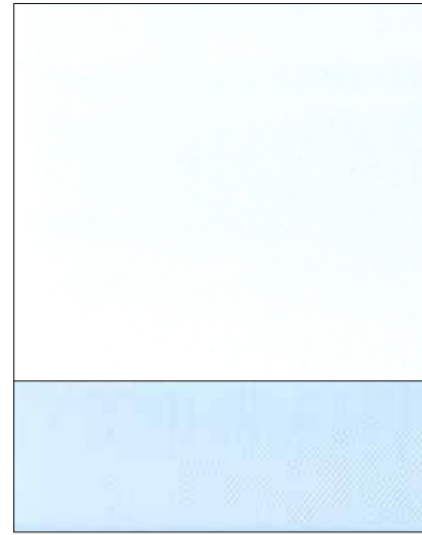


Stenströms

Short Sleeves & Piqué

Short Sleeves & Piqué • Autumn 2014

Fitted Body Short Sleeves



Collar 93
Style no 601934

Qual. no 1467-000 *

Qual. no 1467-100 *



Piqué • Short Sleeves • Pigment Dyed



Normal Collar
Style no 441296

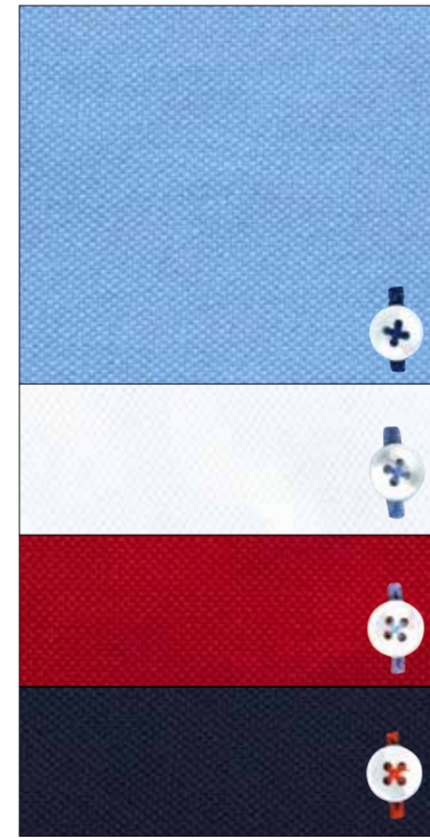
Qual. no 2466-100 **

Qual. no 2466-200 **

Qual. no 2466-300 **

Qual. no 2466-180 **

Piqué • Short Sleeves



Piqué Collar
Style no 441291

Qual. no 2466-110 **

Qual. no 2466-000 **

Qual. no 2466-500 **

Qual. no 2466-190 **

* Two fold
** Cotton piqué

Slimline & Fitted Body • Leisure Shirts • Autumn 2014

Stenströms

Merino wool



Merino wool • Autumn 2014

R-neck with patch



Style no 422280

Qual. no 1355-130

Qual. no 1355-760

Qual. no 1355-182

Qual. no 1355-330

Qual. no 1355-460

Qual. no 1355-520

R-neck with patch tone in tone



Style no 422291

Qual. no 1355-230

Qual. no 1355-300

Qual. no 1355-150

Qual. no 1355-190

Qual. no 1355-340

Qual. no 1355-600

With collar



Style no 422290

Qual. no 1355-340

Qual. no 1355-190

All pullovers 100% merino wool

V-neck with patch tone in tone



Style no 422292

Qual. no 1355-230

Qual. no 1355-300

Qual. no 1355-150

Qual. no 1355-190

Qual. no 1355-340

Qual. no 1355-600

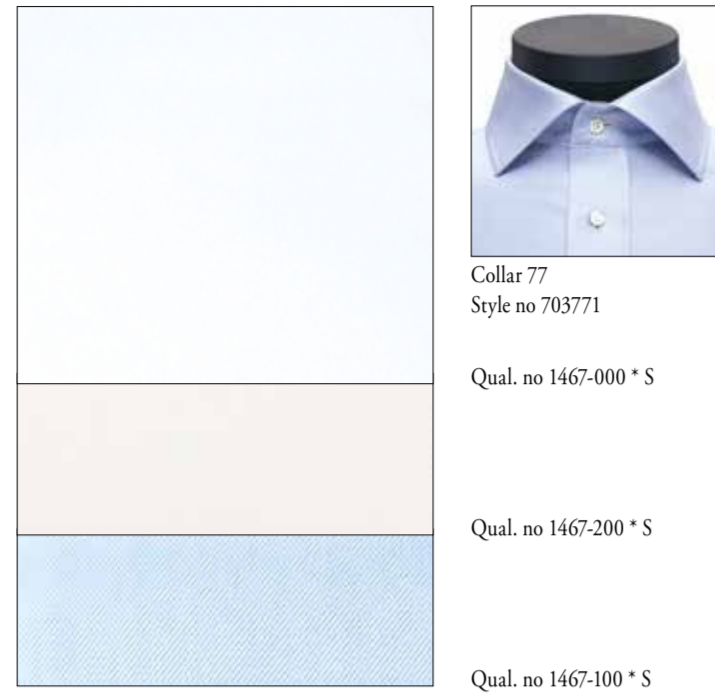


Stenströms

Double Cuff & Extra Long Sleeves

Double Cuff & Extra Long Sleeves • Autumn 2014

Double Cuff • Slimline



Collar 77
Style no 703771

Qual. no 1467-000 * S

Qual. no 1467-200 * S

Qual. no 1467-100 * S

Double Cuff • Fitted Body



Collar 77
Style no 603771

Qual. no 1467-000 * S

Qual. no 1467-200 * S

Qual. no 1467-100 * S

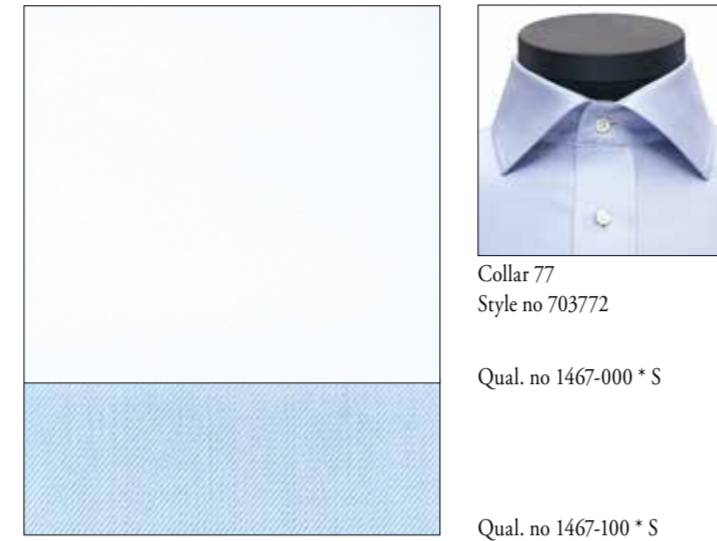
Double Cuff • Classic



Collar 93
Style no 503931

Qual. no 1467-000 * S

Double Cuff & Extra Long Sleeves • Slimline



Collar 77
Style no 703772

Qual. no 1467-000 * S

Qual. no 1467-100 * S

Double Cuff & Extra Long Sleeves • Fitted Body



Collar 77
Style no 603772

Qual. no 1467-000 * S

Qual. no 1467-100 * S

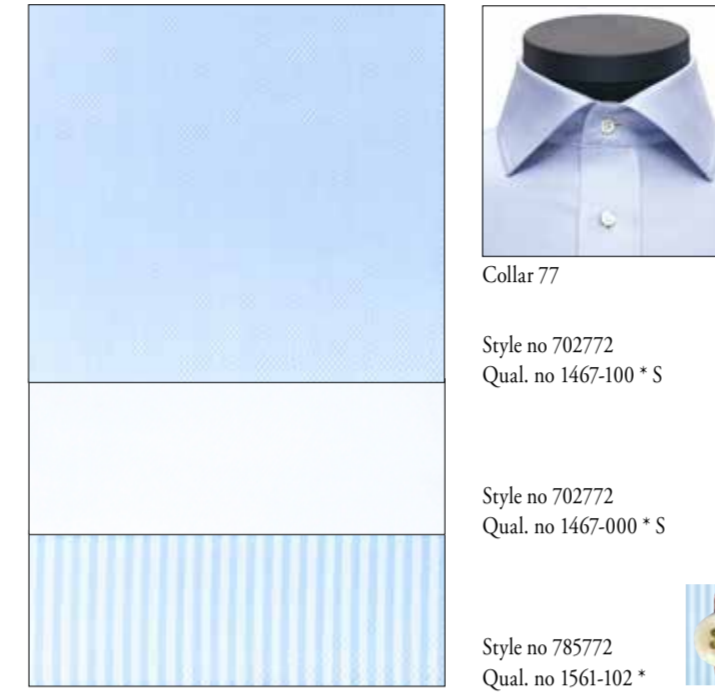
* Two Fold
S = Always in stock



Double Cuff & Extra Long Sleeves • Autumn 2014

Extra Long Sleeves • Autumn 2014

Extra Long Sleeves • Slimline



Collar 77

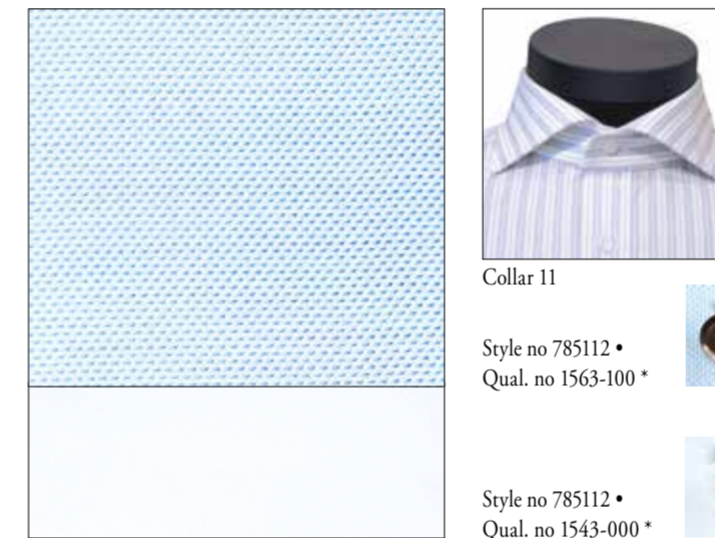
Style no 702772
Qual. no 1467-100 * S

Style no 702772
Qual. no 1467-000 * S

Style no 785772
Qual. no 1561-102 *



Extra Long Sleeves • Slimline



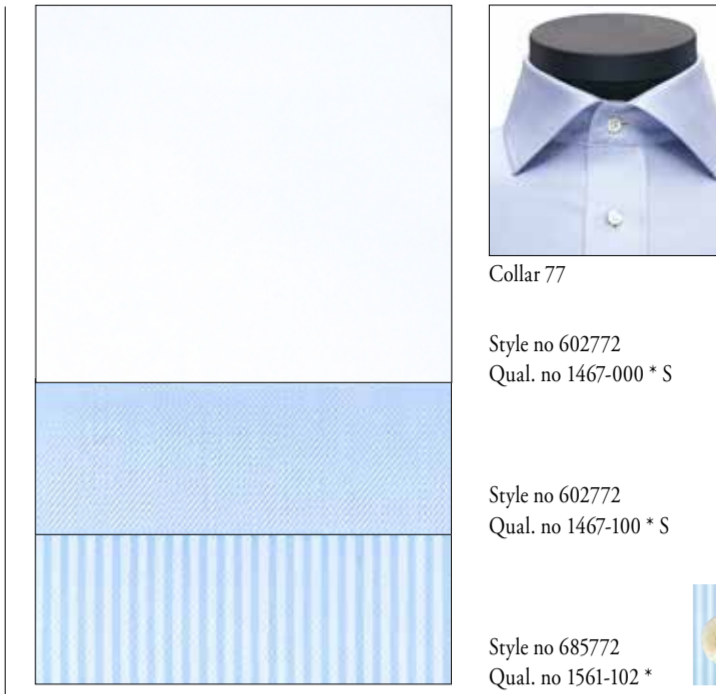
Collar 11

Style no 785112 •
Qual. no 1563-100 *

Style no 785112 •
Qual. no 1543-000 *



Extra Long Sleeves • Fitted Body



Collar 77

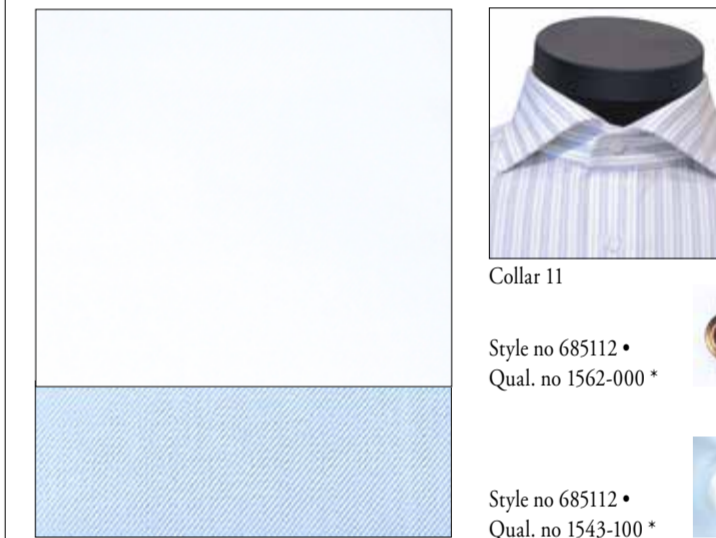
Style no 602772
Qual. no 1467-000 * S

Style no 602772
Qual. no 1467-100 * S

Style no 685772
Qual. no 1561-102 *



Extra Long Sleeves • Fitted Body



Collar 11

Style no 685112 •
Qual. no 1562-000 *

Style no 685112 •
Qual. no 1543-100 *



* Two Fold
S = Always in stock
Sleeves +4.5 cm, body + 5 cm
• Shirts have no contrast in boxpleat
All shirts with single cuffs



Stenströms

Custom Made

Custom Made • Autumn 2014

Custom Made • Autumn 2014

At Stenströms, we never compromise on the quality of fabrics or the precision in cutting and sewing. And since we wish to offer the very best, we would never expect our customers to compromise, either. Our Custom Made concept allows you to personalize a genuine Stenströms shirt according to your own measurements and preferences. We help you to choose from among our extensive range of carefully selected fabrics, colours, collars and cuffs.

Naturally, we will take your measurements and create a shirt that fits you perfectly - satisfaction guaranteed! Like all Stenströms shirts, the collar of your personal Stenströms shirt is specially cut to accommodate a softer interlining than what is used in common shirts. If you wish, we will keep your measurements on file at the shop, so you can order a new Custom Made Stenströms shirt whenever you please.



The Styles



Slimline

This model is designed with youthful style and elegance. As the name suggests, Slimline has a narrow cut.



Fitted Body

This model has comfortable pleats in the back. Fitted Body is the most common model.



Classic

This model has a spacious, comfortable fit with a pleat in the back and a pocket.

Measurements Slimline

Size	35-36	37-38	39-40	41-42	43-44	45-46
	14	14.5-15	15.5	16-16.5	17-17.5	18
	XS	S	M	L	XL	XXL
Chest	95	100	105	113	121	129
Waist	85	90	95	103	111	119
Sleeve + half back	87.5	90	91	91.75	92.5	93.75
Shoulder	43	44	45	46.5	48	49.5
Body-length	78.75	79.5	80.25	81	81.5	82
Seat-width	95	100	105	113	121	129

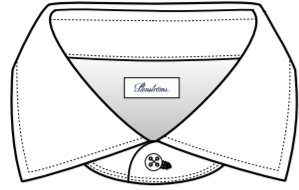


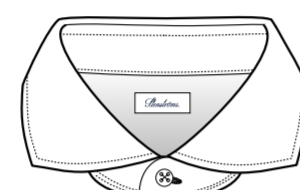





Measurements Fitted Body

Size	37-38	39-40	41-42	43-44	45-46	47-48
	14.5-15	15.5	16-16.5	17-17.5	18	18.5-19
	S	M	L	XL	XXL	XXXL
Chest	107	113	119	129	137	145
Waist	99	105	113	123	131	139
Sleeve + half back	90.75	91.5	92.25	93	93.75	94.5
Shoulder	47.5	49	50.5	52	53.5	55
Body-length	81	81.5	82	82.5	83	83.5
Seat-width	105	111	117	127	135	143

Measurements Classic

Size	39-40	41-42	43-44	45-46	47-48
	15.5	16-16.5	17-17.5	18	18.5-19
	M	L	XL	XXL	XXXL
Chest	119	125	133	141	149
Waist	113	119	127	135	143
Sleeve + half back	91.5	92.25	93	93.75	94.5
Shoulder	52	53.5	55	56.5	58
Body-length	82.5	83	83.5	84	84.5
Seat-width	119	125	133	141	149

Custom Made • Autumn 2014

 <p>Collar 11 Collar height: 4.0 cm Collar point length: 9.5 cm Description: Cut away</p>	 <p>Collar 12 Collar height: 4.4 cm Collar point length: 8.4 cm Description: Small Cut away</p>	 <p>Collar 15 Collar height: 4.0 cm Collar point length: 6.9 cm Description: Tab, straight</p>
 <p>Collar 16 Collar height: 4.0 cm Collar point length: 6.9 cm Description: Needle, needleholes</p>	 <p>Collar 31 Collar height: 4.6 cm Collar point length: 9.6 cm Description: Full Cut away</p>	 <p>Collar 44 Collar height: 4.2 cm Collar point length: 8.5 cm Description: Button Down</p>
 <p>Collar 56 Collar height: 4.3 cm Collar point length: 8.2 cm Description: New Kent</p>	 <p>Collar 77 Collar height: 4.0 cm Collar point length: 8.7 cm Description: Cut away</p>	 <p>Collar 93 Collar height: 3.8 cm Collar point length: 8.7 cm Description: Cut away</p>
 <p>Collar 95 Collar height: 5.0 cm Collar point length: 8.0 cm Description: Kent</p>	 <p>Collar 97 Collar height: 3.4 cm Collar point length: 6.7 cm Description: Small New Kent</p>	 <p>Cecil Collar height: 4.2 cm Description: Evening collar</p>

RE
Height: 7.5 cm
Description: Single cuff with 1 buttonhole and 2 buttons

RM
Height: 7.5 cm
Description: Single cuff with 1 buttonhole and 2 buttons

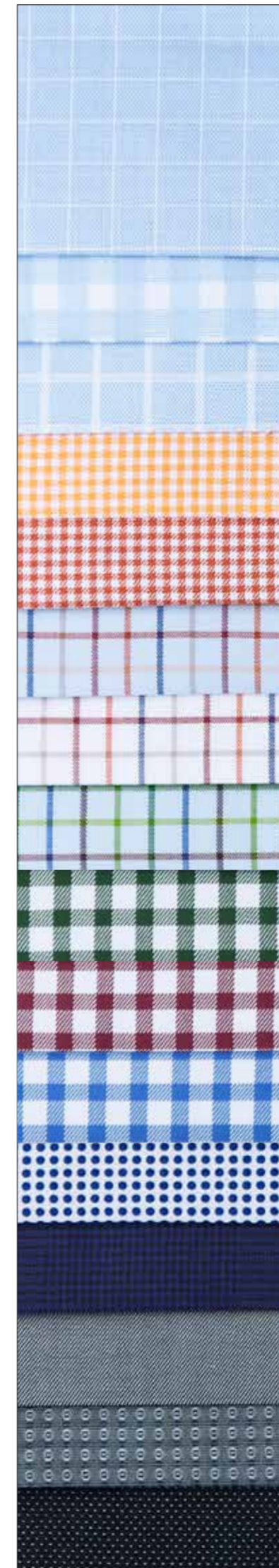
RC
Height: 7.5 cm
Description: Single cuff with 1 buttonhole and 2 buttons

DR
Height: 7.5 cm
Description: Double cuff

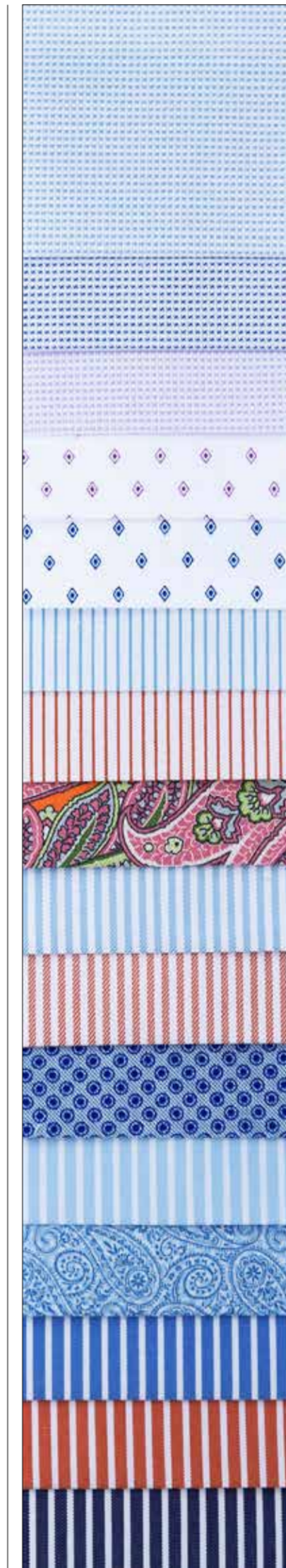


Custom Made • Autumn 2014

Custom Made • Autumn 2014



- Qual. no 5294-103 *
- Qual. no 5289-103 *
- Qual. no 5286-103 *
- Qual. no 5708-703 *
- Qual. no 5708-753 *
- Qual. no 5751-753 **
- Qual. no 5750-753 **
- Qual. no 5751-433 *
- Qual. no 5709-433 *
- Qual. no 5709-513 *
- Qual. no 5709-113 *
- Qual. no 5737-141
- Qual. no 5733-183 *
- Qual. no 1467-310 *
- Qual. no 5728-331
- Qual. no 5730-601 *



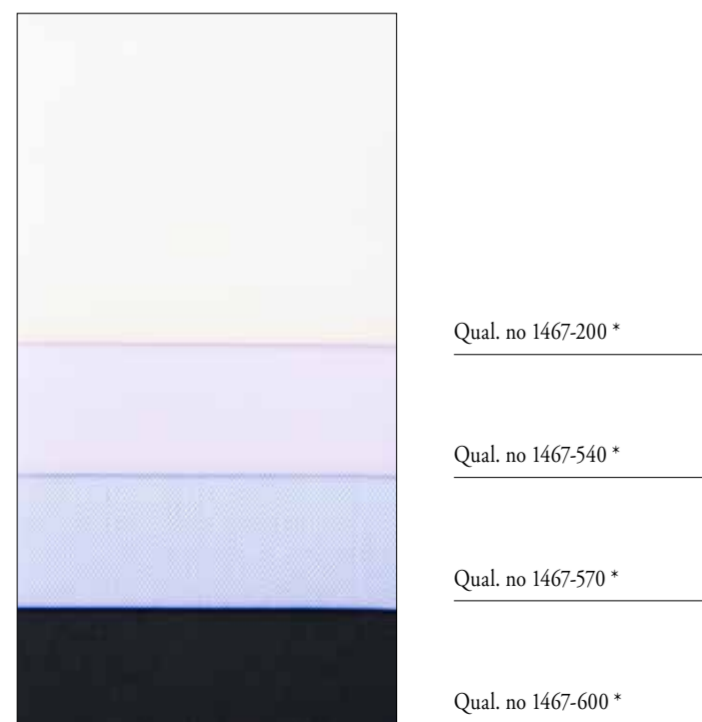
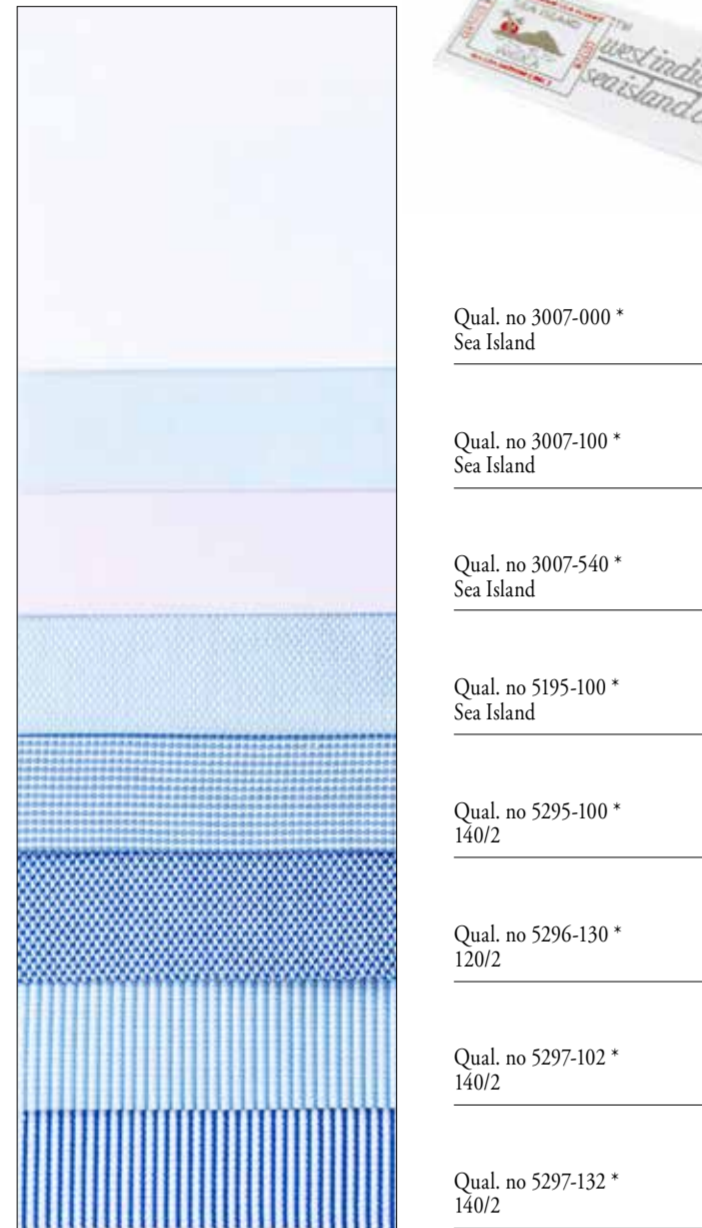
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- Qual. no 5702-120 *
- Qual. no 5702-570 *
- Qual. no 5725-561
- Qual. no 5725-181
- Qual. no 5704-102 **
- Qual. no 5704-752 **
- Qual. no 5755-751 *
- Qual. no 5707-102 *
- Qual. no 5707-752 *
- Qual. no 5726-181 *
- Qual. no 5721-102 *
- Qual. no 5744-121
- Qual. no 5706-112 **
- Qual. no 5706-752 **
- Qual. no 5706-132 **

* Two Fold
** Luxury Poplin

Custom Made • Autumn 2014/Spring 2015

Sea Island Cotton

This rare and costly raw material contains the longest cotton fibres in the world and is exclusively cultivated in the British West Indies. The extraordinarily fine fibres are spun into yarn that is soft as cashmere, has a silken sheen and is long-lasting as wool.



* Two Fold
** Luxury Poplin

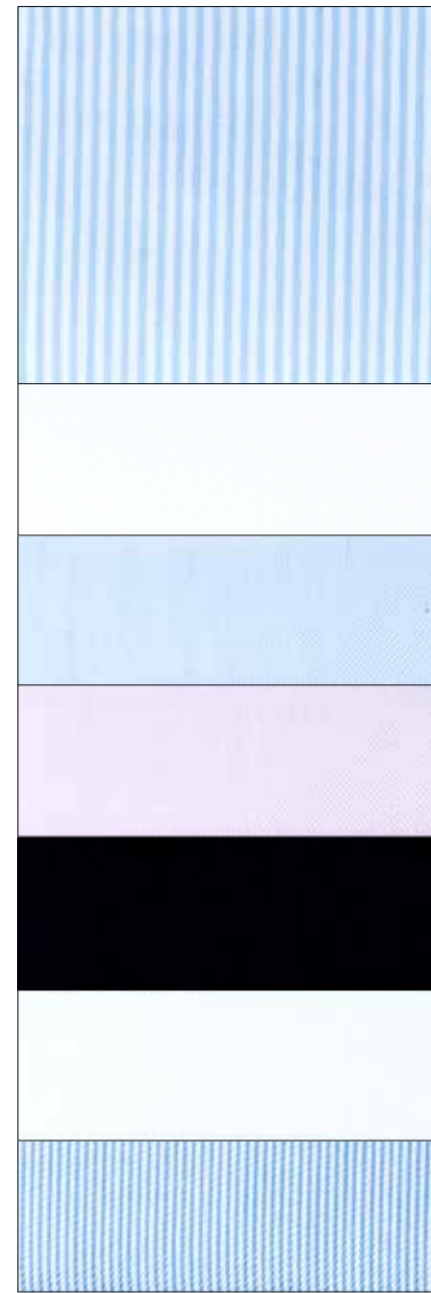
Custom Made • Autumn 2014/Spring 2015



Stenströms

Always in Stock • Slimline

Always in Stock • Slimline



Collar 77

Style no 702771
Qual. no 1610-102 *

Style no 702771
Qual. no 1467-000 *

Style no 702771
Qual. no 1467-100 *

Style no 702771
Qual. no 1467-540 *

Style no 702771
Qual. no 1467-600 *

Style no 785771
Qual. no 0497-000 *



Style no 785771
Qual. no 0944-102 *



* Two Fold
** Cotton/Lycra
• Shirts have no contrast in boxpleat
All shirts with single cuffs



Collar 11

Style no 702111
Qual. no 1933-102 *

Style no 702111
Qual. no 5132-113 *

Style no 702111
Qual. no 2004-000 **



Style no 781111
Qual. no 0202-100 *



Style no 787111
Qual. no 5107-110 *



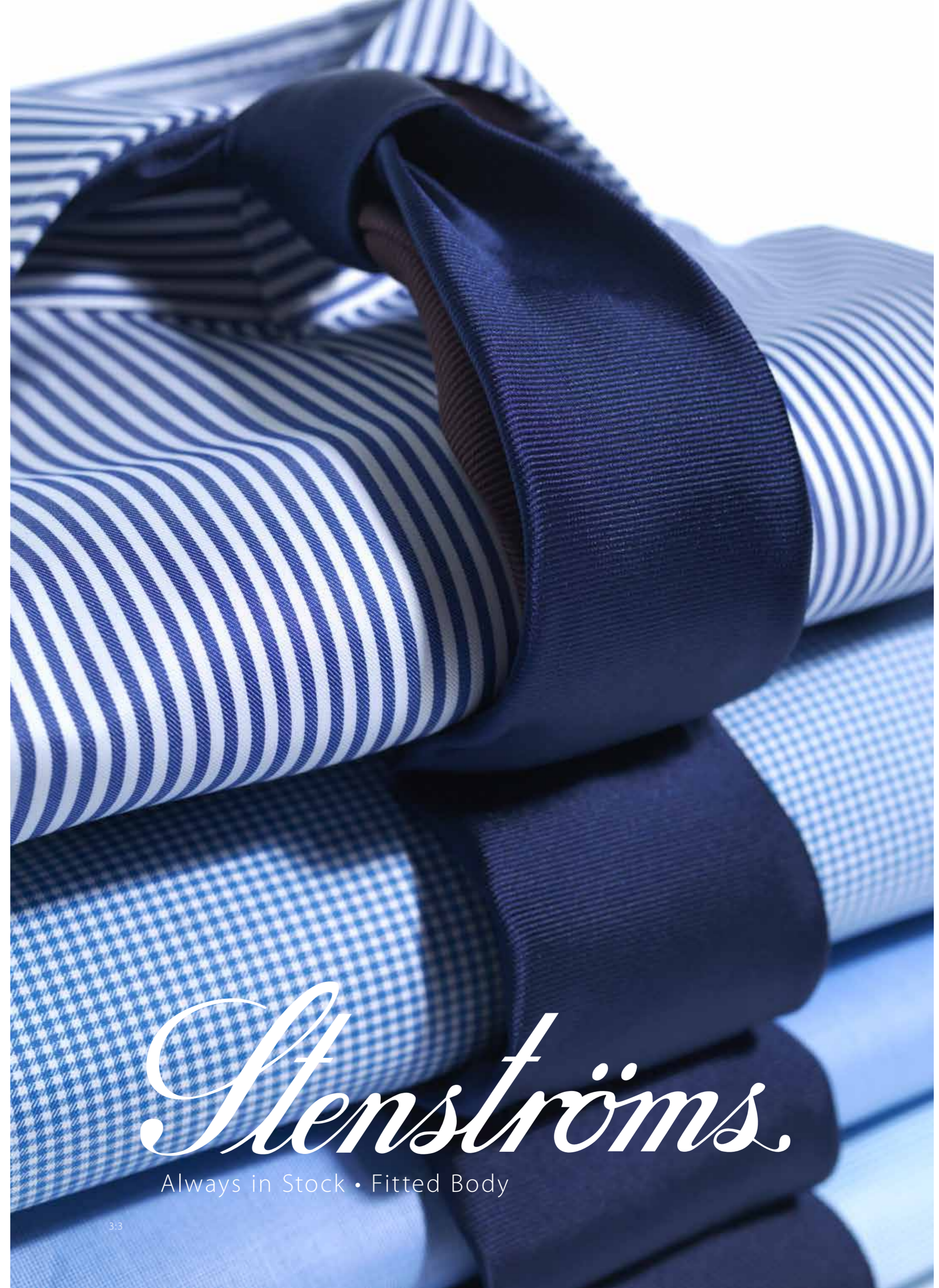
Style no 785111
Qual. no 1466-600 *



Measurements Slimline

Size	35-36	37-38	39-40	41-42	43-44	45-46
	14	14.5-15	15.5	16-16.5	17-17.5	18
	XS	S	M	L	XL	XXL
Chest	95	100	105	113	121	129
Waist	85	90	95	103	111	119
Sleeve + half back	87.5	90	91	91.75	92.5	93.75
Shoulder	43	44	45	46.5	48	49.5
Body-length	78.75	79.5	80.25	81	81.5	82
Seat-width	95	100	105	113	121	129

Always in Stock • Slimline



Stenströms

Always in Stock • Fitted Body

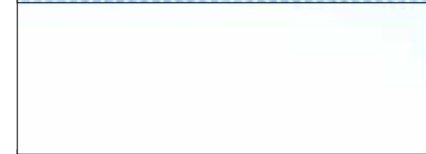
Always in Stock • Fitted Body



Collar 77
Style no 602771
Qual. no 1610-102 *



Style no 602771
Qual. no 3202-110 *



Style no 602771
Qual. no 1467-000 *



Style no 602771
Qual. no 1467-100 *



Style no 602771
Qual. no 1467-200 *



Style no 602771
Qual. no 1467-540 *



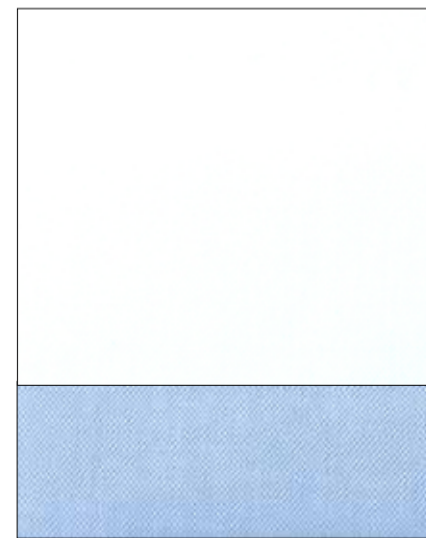
Style no 602771
Qual. no 1467-600 *



Style no 685771 •
Qual. no 0497-000 *



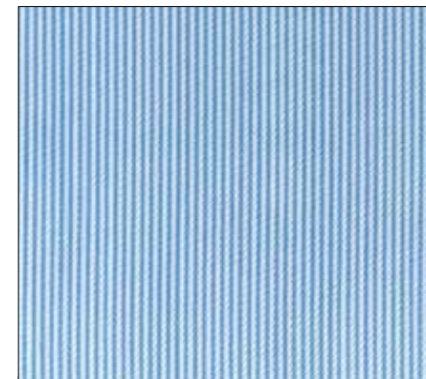
Style no 685771 •
Qual. no 0944-102 *



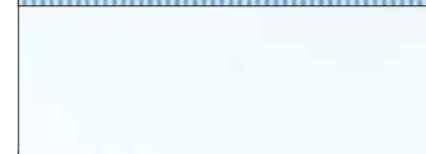
Collar 44BD
Style no 602441
Qual. no 1650-000 *

Style no 602441
Qual. no 1650-110 *

* Two Fold
** Luxury Poplin
• Shirts have no contrast in boxpleat
All shirts with single cuffs



Collar 11
Style no 602111
Qual. no 1933-102 **



Style no 602111
Qual. no 5480-000 **



Style no 687111
Qual. no 5107-110 *



Style no 660111
Qual. no 5708-113 *



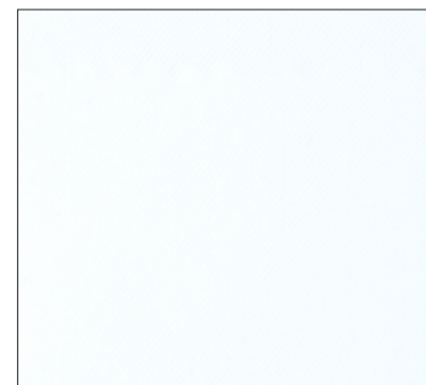
Style no 660111
Qual. no 3365-122 *



Style no 681111
Qual. no 0202-100 *



Style no 685111
Qual. no 1466-600 *



Collar 56
Style no 602561
Qual. no 1467-000 *

Measurements Fitted Body

Size	37-38	39-40	41-42	43-44	45-46	47-48
	14.5-15	15.5	16-16.5	17-17.5	18	18.5-19
	S	M	L	XL	XXL	XXXL
Chest	107	113	119	129	137	145
Waist	99	105	113	123	131	139
Sleeve + half back	90.75	91.5	92.25	93	93.75	94.5
Shoulder	47.5	49	50.5	52	53.5	55
Body-length	81	81.5	82	82.5	83	83.5
Seat-width	105	111	117	127	135	143

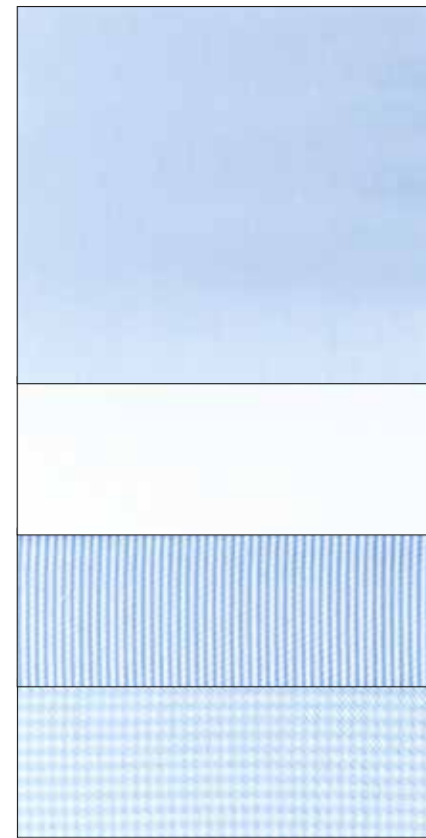
Always in Stock • Fitted Body



Stenströms

Always in Stock • Classic

Always in Stock • Classic



Collar 93
Style no 502931
Qual. no 1467-100 *

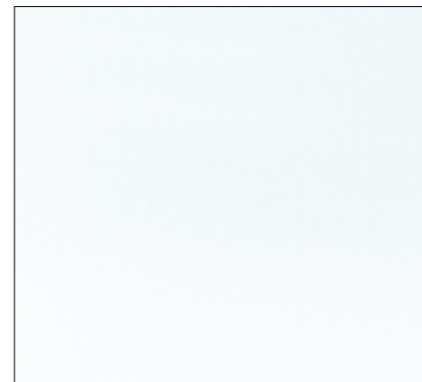
Style no 502931
Qual. no 1467-000 *

Style no 502931
Qual. no 1933-102 *

Style no 581931
Qual. no 0202-100 *



* Two Fold
All shirts with single cuffs



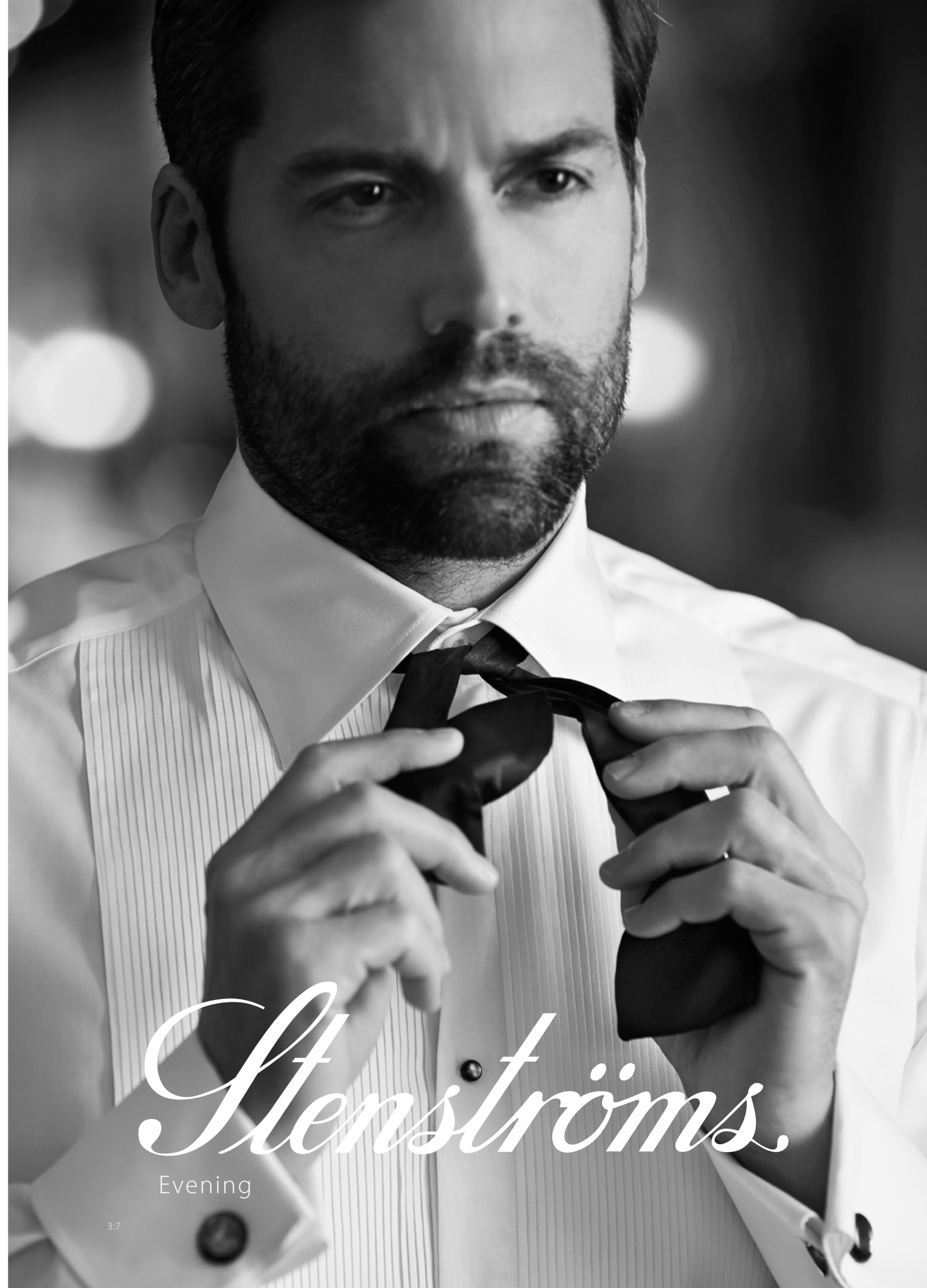
Collar 56
Style no 502561
Qual. no 1467-000 *

Measurements Classic

Size	39-40	41-42	43-44	45-46	47-48
	15.5	16-16.5	17-17.5	18	18.5-19
	M	L	XL	XXL	XXXL
Chest	119	125	133	141	149
Waist	113	119	127	135	143
Sleeve + half back	91.5	92.25	93	93.75	94.5
Shoulder	52	53.5	55	56.5	58
Body-length	82.5	83	83.5	84	84.5
Seat-width	119	125	133	141	149



Always in Stock • Classic



Stenströms.

Evening

Evening Shirts • Slimline



Collar 56
 Style no 727561 Plaza
 Qual. no 1032-000
 Body in 1467-000
 and also
 Style no 736561 Plaza Open ****
 Qual. no 1032-000
 Body in 1467-000



Collar 00
 Style no 852401 Astoria
 Qual. no 1001-000

Style no 727401 Plaza
 Qual. no 1032-000
 Body in 1467-000



Collar 77
 Style no 726771
 Qual. no 1467-000 *
 Fly front

Style no 726771
 Qual. no 1467-200 *
 Fly front



Collar 95
 Style no 724951
 Qual. no 5480-000 **
 Fly front, shirt on page 3:10

Evening Shirts • Fitted Body



Collar 00
 Style no 862401 Astoria
 Qual. no 1001-000 ***

Style no 627401 Plaza
 Qual. no 1032-000
 Body in 1467-000 ***



Collar 56
 Style no 627561 Plaza
 Qual. no 1032-000
 Body in 1467-000 ***
 and also
 Style no 636561 Plaza Open ****
 Qual. no 1032-000
 Body in 1467-000



Collar 77
 Style no 626771
 Qual. no 1467-000 *
 Fly front

Style no 626771
 Qual. no 1467-200 *
 Fly front



Collar 95
 Style no 624951
 Qual. no 5480-000 **
 Fly front, shirt on page 3:10

* Two Fold
 ** Luxury Poplin
 *** Available with Extra Long Sleeves +4.5 cm, body-length +5 cm
 **** Front has 4 open holes for own buttons

Always in Stock • Evening Shirts

Evening Shirts • Classic



Collar 00



Style no 802401 Astoria
 Qual. no 1001-000

Style no 527401 Plaza
 Qual. no 1032-000
 Body in 1467-000

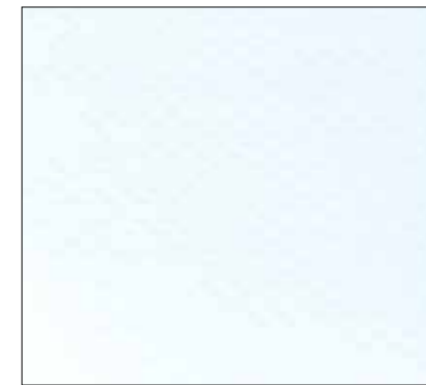


Collar 56



Style no 527561 Plaza
 Qual. no 1032-000
 Body in 1467-000

Waistcoats & Bow-ties



Waistcoat
 Style no 803001
 Qual. no 1001-000

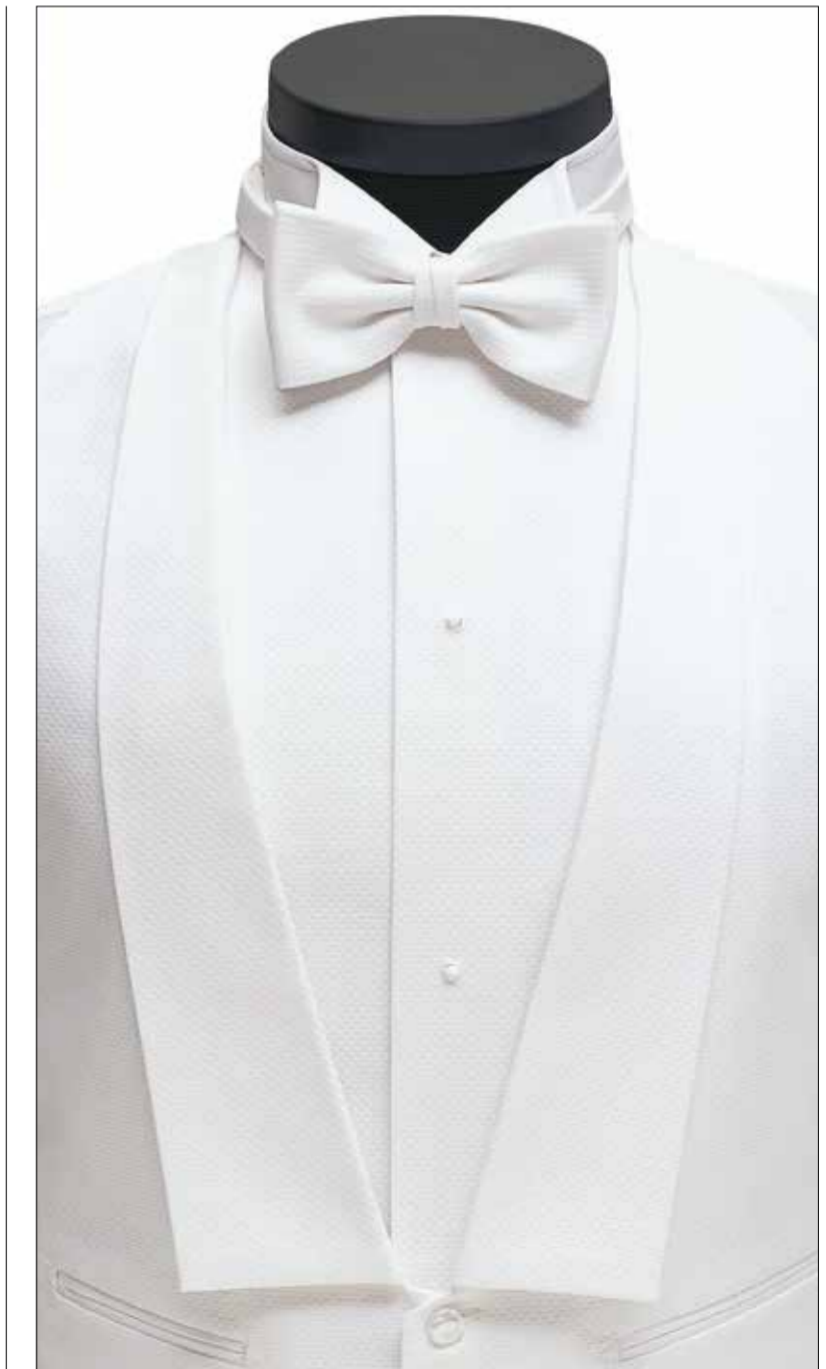
Extra Long Waistcoat
 Style no 803002
 Qual. no 1001-000

Bow-ties
 Art. no 900004, white
 Art. no 900005, black **
 Art. no 900019, tie your self, black **

** 100% Silk



Studs Art. no 900022.
 Cuff links Art. no 900020





Always In Stock • Evening Shirts

Stenströms
Evening

Accessories



Cuff links. Mother of pearl. From left: Art. no 900020-300, 900020-200, 900020-270, 900020-100, 900020-750, 900020-000, 900020-180, 900020-500



Cuff links. Enamel. Crowns Art. no 900002



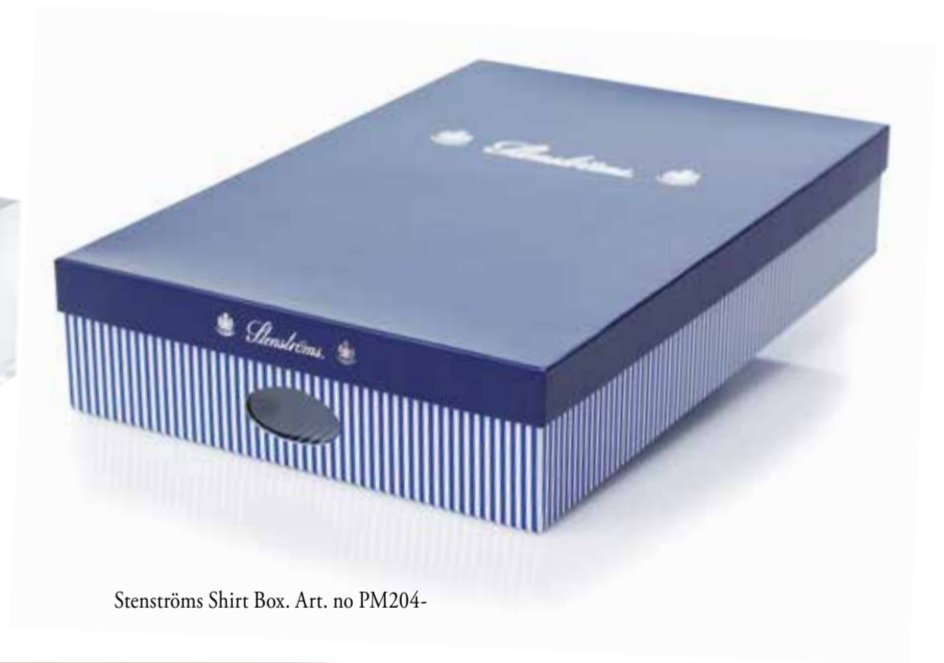
Studs Art. no 900022. Cuff links Art. no 900020



Display. Art. no 900013



Display. Art. no 900012



Stenströms Shirt Box. Art. no PM204-



Stenströms Bags. Art. no 900011

Accessories • Autumn 2014

Handkerchiefs

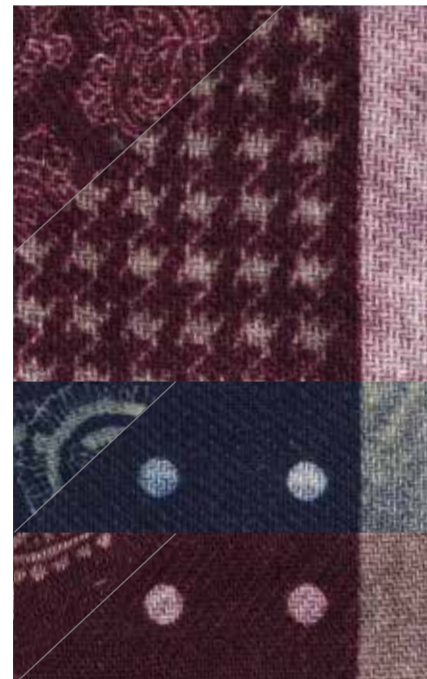


Art. no 921038-6 *

Art. no 921038-1 *

Art. no 921038-9 *

Handkerchiefs

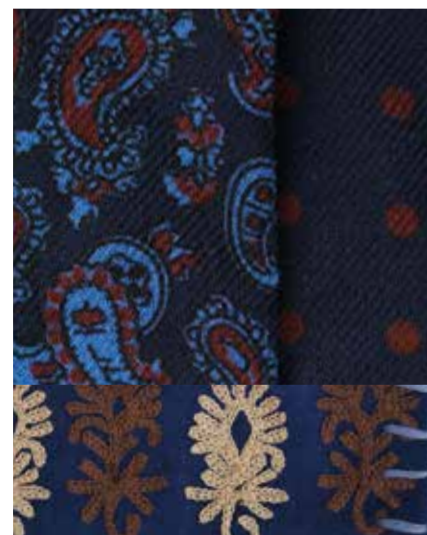


Art. no 921039-8 ***

Art. no 921039-2 ***

Art. no 921039-3 ***

Scarves



Art. no 924916-2 **

Art. no 924923-1 *

Handkerchiefs

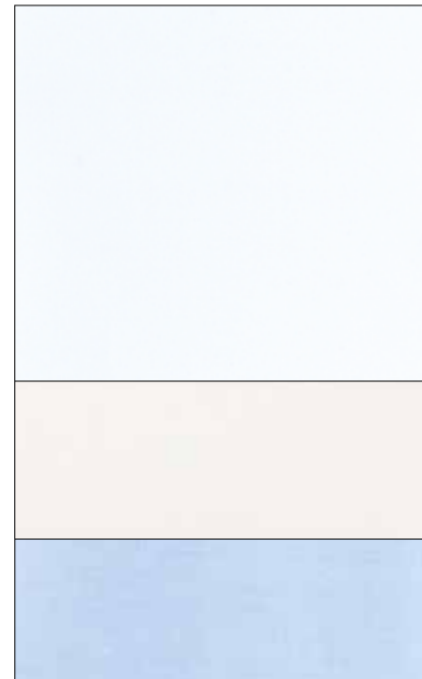


Art. no 921041-1 ****

Art. no 921041-2 ****

Art. no 921041-4 ****

Handkerchiefs

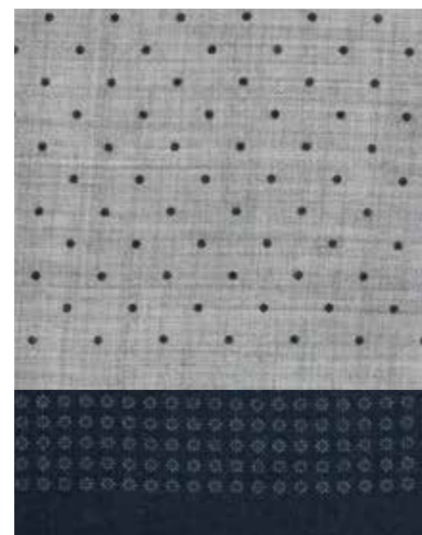


Art. no 921FAB6-000 *****

Art. no 921FAB6-200 *****

Art. no 921FAB6-100 *****

Scarves



Art. no 924917-4 *

Art. no 924918-3 *

* Wool
 ** Wool/silk
 *** Viscose/wool
 **** Silk
 ***** Two Fold

Accessories • Autumn 2014

Ties



Art. no 911940-11

Art. no 911940-13

Art. no 911940-1



Art. no 911000-1

Art. no 911000-4

Art. no 911000-7



Art. no 911013-2

Art. no 911013-3

All ties 100% silk

Accessories • Autumn 2014

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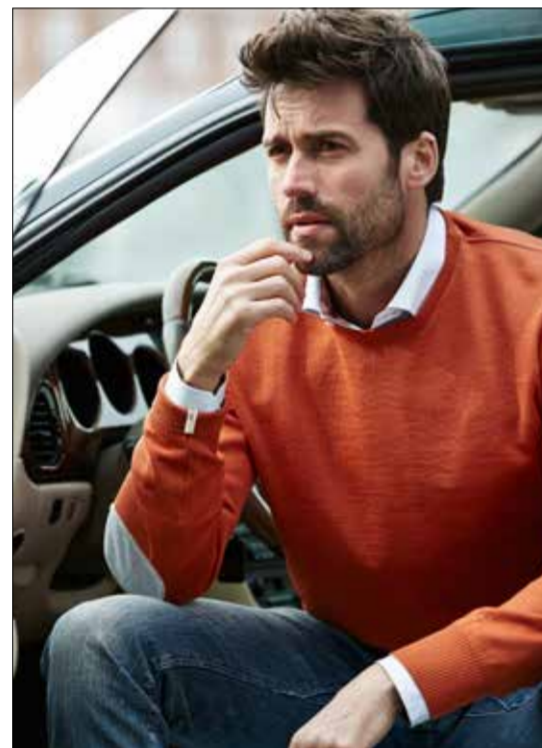
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