

LIKA 
BRAND BOOK

MEANING BEHIND BRAND NAME

LIKA was born between Stockholm and Shanghai – two cities, two cultures, one shared love for pets. Founded in 2023, our brand is deeply rooted in the rich heritage of Nordic culture. LIKA is derived from the Swedish word for 'Equal,' symbolizing the special bond and mutual connection between pets and humans. The name also bears a resemblance to the word 'Like,' reflecting our genuine affection for these furry friends.

Founder's Voice



We come from two completely different places, Sweden and Shanghai. Christin has 15 years of experience in luxury brand management, and Magnus has served Swedish brands like H&M and IKEA. We love animals and the Nordic lifestyle, so we decided to create a brand that can redefine the relationship between people and pets, and explore the potential of pet welfare and lifestyle. This is the original story of LIKA.

Building a team from the ground up, along with countless material selections, adjustments to patterns, and sample production, has proven to be far more challenging than imagined in establishing a brand. This year has been long yet meaningful. We hope to co-create and share this significance with every dog parent and eagerly await the genuine feedback from each consumer. The development of more new products requires inspiration from you all. We hope to move forward together!



What's your relationship
with your furry friends?

Friend, companion,
family?

Or is it equality,
symbiosis,
companionship?

THIS IS A LONG JOURNEY,
AND WE'D LIKE TO SPEND MORE TIME
EXPLORING IT WITH YOU.

BRAND VALUE PROPOSITION

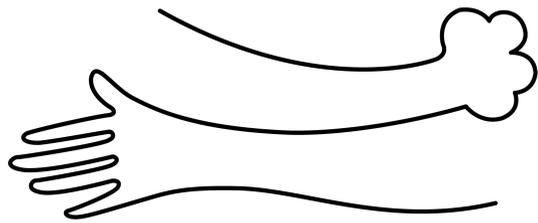
**YOU ARE
NOT
ALONE**

Fun Nordic designs for more fun moments

Dog-centered functions for more comfort

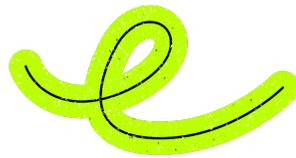
Premium quality for better life quality

BRAND LOGO CONCEPT

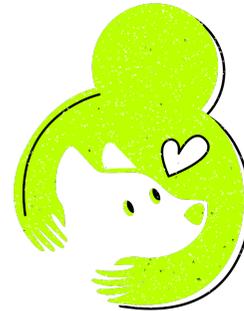


LIKA

YOU ARE NOT ALONE



CONNECTION



HUG



EQUALITY

WE STARTING WITH
SMALL SHAPED DOG FIRST

Maltese



Yorkie



Teddy



Chihuahua



Dachshund



As they shared same uniqueness request in terms of wear

But we will soon extend to all shapes ♥

THE CATEGORY WE COVER FOR

DESIGN COLLECTIONS

FW25 ALWAYS CHILDLIKE > *NEW ARRIVAL!*

SS25 STRIPES UNLEASHED >

FW24 FURRY FRIENDS >

SS24 FUN ON THE GO >

FW23 BAKERY DAY >



LIFESTYLE

HOME >

OUTDOOR >

LIKA



LIKAPAWS
FW25
COLLECTION

ALWAYS
CHILDLIKE

DESIGNED IN
SWEDEN

ALWAYS CHILDLIKE



FURRY SET
Daydream Bear Plush Set >



SWEATER
Colorful Candy Jar Fair Isle Sweater >



SWEATER
Velvety Cake Soft Brushed Sweater >



Hooded Loungewear
Striped Graffiti Hooded Loungewear >



SWEATER
Cloud-Soft Soufflé Dark Choco Turtleneck >



LAMB FLEECE COAT
Soft Pound Cake Sherpa Jacket >



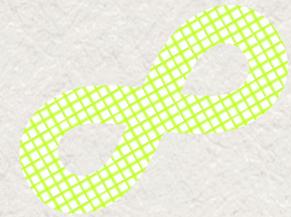
HARNESS
Felt Toast Pet Harness >



STYLES



COLORS



CHILDLIKE



PUFFY BAG
Cloud Marshmallow 3-in-1 Bag >



PET BED
Secret Corner Pet Bed Mat >



TOTE BAG
Daydream Reversible Tote Bag >



TOY BIN
"Big Eater" Toy Storage Bin >



LIKAPAWS
FW25
COLLECTION

ALWAYS CHILDLIKE



**BLUE
BUBBLE**



**BLUE
BUBBLE**



**PEAR
SPARKLING**



**STRAWBERRY
JAM**



**SESAME
FILLING**



**BLACK
CHOCOLATE**



**MATCHA
CAKE**



**HALF-RIPE
APPLE**



**BUTTER
LEMON**



**TARO
MATCHA**



**MATCHA
CHEESE**



**TARO
PUMPKIN**



**SEA SALT
MINT**



**BLUEBERRY
PUDDING**



**STRAWBERRY
PUDDING**

LIKAPAWS
SS25
COLLECTION

STRIPES UNLEASHED

LIKA



DESIGNED IN
SWEDEN

STRIPES UNLEASHED



Hooded vest

Morning After Rain Hooded Vest >



Knit vest

Accordion Melody Knit Vest >



Woven shirt

Midsummer Ball Woven Shirt >



Cooling pad

"Fairytale Town" Cooling Mat >



Striped camisole

Sunny Bakery Striped Camisole >



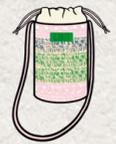
Knit camisole

Island Picnic Knit Camisole >



Harness

Holiday Time Harness >



Paper Woven Bag

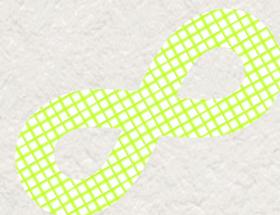
Sunny Oil Painting Straw Tote Bag >



STYLES



COLORS



Freedom



LIKAPAWS
SS25
COLLECTION

STRIPES UNLEASHED



Mint Sky



Lazy Sunbeam



Butter Cookie



Apple Soda



Nordic Forest



Orange Juice



Waltz Dance Music



Moonlight Sonata



Blue Island Iced Tea



Pink Ballet



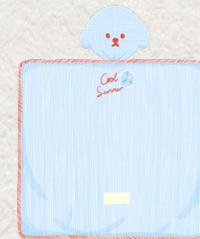
Orange Lemonade



Rosy Vanilla



Rose Island



Sea Salt Sunset



Monet's Garden



Sunset Coast

LIKA



LIKAPAWS
FW24
COLLECTION

FURRY FRIENDS

DESIGNED IN
SWEDEN

FURRY FRIENDS



SWEATER

Velvet Cake Brushed Sweater >



ONESIE

Hot Milk Duo Pet Onesie >



FUNCTION COAT

Handmade Fondant Windbreaker >



LAMB FLEECE COAT

Soft Pound Cake Sherpa Jacket >



SWEATER

Cloud-Soft Soufflé Dark Choco Turtleneck >



UNDERSHIRT

Cheese Mousse Turtleneck >



FLEECE JACKET

Marshmallow Cocoa Fleece Jacket >



FUZZY DOWN JACKET

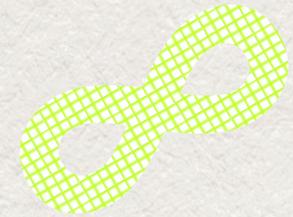
Fresh Toast Reversible Padded Jacket >



STYLES



COLORS



FURRY



LIKAPAWS
FW24
COLLECTION

FURRY FRIENDS



BLACK TEA CHESTNUT



CREAMY DARK CHOCOLATE



SEA SALT CHEESE



YUZU MATCHA



BLUEBERRY JAM



TARO PASTE FILLING



BLUEBERRY CREAM



SEA SALT CARAMEL



SNOWFLAKE FROSTING



STRAWBERRY CHOCOLATE



MATCHA NUTS



COCONUT MATCHA

LIKAPAWS
SS24
COLLECTION

FUN
ON THE GO

DESIGNED IN
SWEDEN

LIKA

LIKAPAWS
SS24 COLLECTION
NEW LAUNCH



FUN ON THE GO



MULTI-FUNCTIONAL JACKET

Fun Outdoor Waterproof & Sun-Protective Multi-Functional Jacket >



T-SHIRT

Fun Stroll Color-Block T-Shirt >



HOODIES

Fun City Walk Street Hoodies >



CASUAL SHIRT

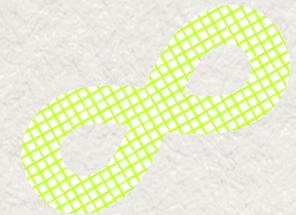
Fun Vacation Sun Hat + Shirt 2-Piece Set >



STYLES



COLORS



FUN



LIKAPAWS
SS24
COLLECTION

FUN ON THE GO



MOONLIGHT
WHITE



MEADOW
GREEN



OCEAN
BLUE



TWILIGHT
GRAY



RIPPLE
BLUE



DAWN
YELLOW



VERDANT
ORANGE



GALAXY
BLUE



SUNRISE
RED



TWILIGHT
PURPLE



JEANS
BLUE



EARLY SUMMER
GREEN

LIKA



LIKAPAWS
FW23
COLLECTION

BAKERY DAY

**DESIGNED IN
SWEDEN**

SEPTEMBER CHINA & SWEDEN LAUNCH

BAKERY DAY



FUNCTIONAL COAT

Little Rainbow All-Weather Raincoat >



HOODIES

Soft Bread Color-Block Hoodies >



VEST

Wool Toast Vest >



JACKET

Cookie Puff Cotton Jacket >



SWEATER

Fresh Baguette 100% Wool Knit Sweater >



JACKET

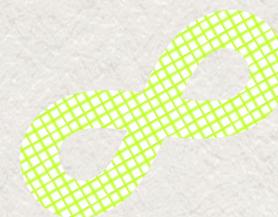
Knot Cloud Lamb Fleece Jacket >



STYLES



COLORS



LOVE



LIKAPAWS
FW23
COLLECTION

BAKERY DAY



MARMALADE



LIKA GREEN



AZURE



HAZELNUT YELLOW



CARAMEL



NUTTY OAT BROWN



BUTTERCREAM



CRISPY TOAST



SESAME CREAM



CREAMY WHITE



HONEY BROWN



AZURE



MARMALADE



ALMOND CREAM

FURRY FAMILY



SLEEPER

Goodnight Puppy Soft 4-Piece Pajama Set >



UNDERSHIRT

7Days x 24Hours Versatile Basic T-Shirt >



PET BOWL

"Dopamine Delight" Ceramic Pet Bowl >



BATHROBE AND GLOVES

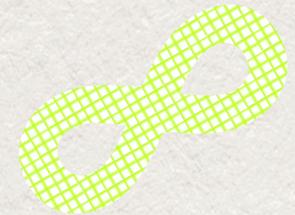
Fluffy Bath Set >



STYLES



COLORS



CARE

LIKAPAWS
HOME
CATEGORY

FURRY FAMILY



LIKA

YOU ARE NOT ALONE



BLUE STRIPES



GRAY PLAID



YELLOW PLAID



YELLOW & BLACK



KHAKI & BLACK



LIGHT GRAY



DARK GRAY



RASPBERRY

BLUEBERRY



APPLE

STRAWBERRY



MINT COCONUT ASH



LEMON RED BEAN PASTE

LIGHTHEARTEDNESS



WOVEN BAG

"Peek-a-Boo" Mini Pet Carrier >



BLANKET

Winter Blend 3-in-1 Multi-purpose Mat >



STYLES



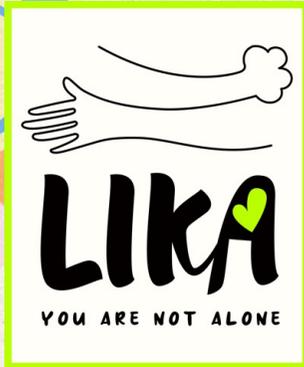
COLORS



FREEDOM

LIKAPAWS
OUTDOOR
CATEGORY

LIGHTHEARTEDNESS



PINK



GREEN



ROSE SWEET WINE



GREEN APPLE RUM

COLORFUL HOLIDAY



Celebration Set

"Woohool" Party Celebration Set >



Beanie

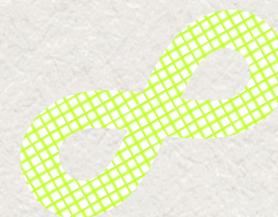
Fortune Candy Pet Knitted Beanie >



STYLES



COLORS



FREEDOM



LIKAPAWS
HOLIDAY
SETS

COLORFUL HOLIDAY



PINK SWAY



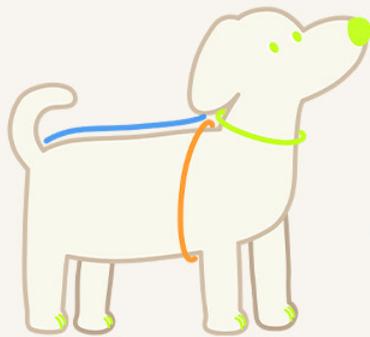
BLUE RHYTHM



RED



SELECTION GUIDE



- CHEST CIRCUMFERENCE
- BACK LENGTH
- NECK MEASUREMENT

HOW TO MEASURE YOUR PET

1. HAVE YOUR PET STAND UPRIGHT ON ALL FOURS.
2. WRAP A MEASURING TAPE AROUND THE BODY AND PULL IT SNUG TO TAKE THE MEASUREMENT.
3. ALTERNATIVELY, FIRST WRAP A STRING OR CLOTH STRIP AROUND THE BODY, THEN LAY IT FLAT NEXT TO A RULER TO MEASURE.

SIZE	NECK (CM/INCHES)	CHEST (CM/INCHES)	BACK LENGTH (CM/INCHES)	WEIGHT (KG / lbs)
S	24 / 9.5"	30 / 11.8"	20 / 7.9"	1.5-2 / 3.5-4.5
M	27 / 10.6"	35 / 13.8"	25 / 9.8"	2.5-3.5 / 5.5-7.8
L	30 / 11.8"	40 / 15.7"	30 / 11.8"	4-5 / 8.8-11.0
XL	33 / 13"	45 / 17.7"	35 / 13.8"	5.5-7.5 / 12-16.5
XXL	36 / 14.2"	50 / 19.7"	40 / 15.7"	8-10 / 17.5-22

*As manual measurement may have a 2-3 cm (0.8-1.2 inches) error, it is recommended to prioritize the bust measurement when selecting a size.

WITH OUR AMBASSADORS

FURRY FRIENDS



Mmm, so toasty!
I'm a warm potato. 🍷

NAME **Coffee**

BREED Yorkshire

AGE 3 yr

WT. 2 kg

S M L XL XXL

Woof! I come from
snowy Sweden! 🇸🇪 ❄️



NAME **Erdan**

BREED Shih Tzu

AGE 3 yr

WT. 3 kg

S M L XL XXL

Wow, so dapper!
I'm a Gentleman 🌟



NAME **Xiaomei Zhang**

BREED Fox Terrier

AGE 3 yr

WT. 6.5 kg

S M L XL XXL

Zzz, so warm... 🐾
I'm a hibernating bear cub. 🐻



NAME **Latte**

BREED Maltipoo

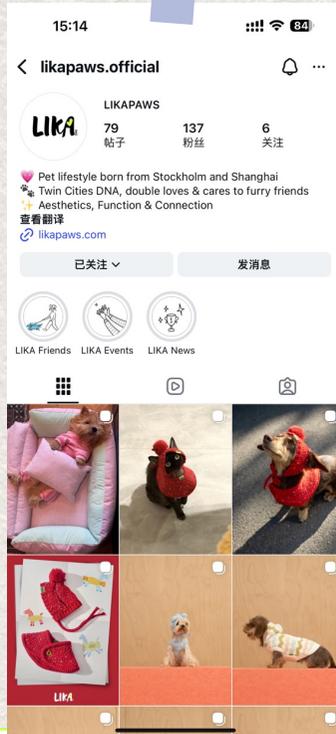
AGE 2 yr

WT. 5 kg

S M L XL XXL

BRAND TOUCH POINTS

Instagram



Rednote



Website



LIKA 
PAMS



Instagram



Rednote