

## PROGRAMME FOR

stockholm  
**FASHIONweek**

**DESIGNER COLLECTIONS: 13-19 AUG 2007**

### STOCKHOLM FASHION WEEK

The programme for Stockholm Fashion Week presents fashion designer shows, trade fairs, trade sites and showrooms scheduled around the city. Activities that focus on the latest for the Spring/Summer 2008 season.

### WHERE TO GO

Many designers and businesses in central Stockholm will host fashion shows and arrange exhibitions and events. Some are open to the public. Read more in the schedule that describes the events in detail!

The major trading sites arranged during August 2007 include Stockholm Modecenter in Järla Sjö, and Stockholm International Fairs in Älvsjö with trade fairs "Style at Sthlm", "Nordic Shoe & Bag Fair" and "Rookies & Players". Additional sites include "Bomullsbörsen" housed at Street in the borough of Hornstull, and "+46 Trade" on Kungsholmen. Many fashion shows will take place at Berns with the arrangement "Fashion Days at Berns".

### MORE INFORMATION

For more information about the programme, please contact the co-ordinator:

Helena Mellström,  
+46 8 411 17 44, +46 702 622 627,  
helena.mellstrom@moderadet.se

Please contact the relevant organiser for detailed information about the activities presented in the schedule.

**Note that the schedule is a guide for the week and is not an invitation. For accreditation to the fairs, please contact the relevant organiser. Private fashion shows/ events require a personal invitation unless otherwise indicated, such as 'the event is open to the public'.**

The dates of the coming fashion weeks are available at [www.moderadet.se](http://www.moderadet.se).

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**FASHIONweek**  
DESIGNER COLLECTIONS: 13-19 AUG 2007

A PART OF

**FOCUS**  
STOCKHOLM

*A workgroup meets in Focus Stockholm to develop the Stockholm trade weeks within both fashion and interior decorating.*

*Partners:*

*Swedish Association of Agents  
Modebutikerna  
STIL Swedish Shoe, Textile & Clothing  
Retailers' Association  
Stockholm Modecenter  
Stockholm International Fairs  
The Swedish Fashion Council*

*In collaboration with:  
Stockholm Visitors Board  
The Swedish Institute  
Ministry for Foreign Affairs*

Note that the schedule is a guide for the week and is not an invitation. For accreditation to the fairs, please contact the relevant organiser. Private fashion shows / events require a personal invitation unless otherwise indicated, such as the event is open to the public.

CO-ORDINATED BY:  
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For information, contact:  
Helena Mellström  
[helena.mellstrom@moderadet.se](mailto:helena.mellstrom@moderadet.se)  
+46 702 622 627

ACTIVITY	HOUR*	LOCATION, ADDRESS	CONTACT
<b>SUNDAY 12 AUGUST</b>			
<b>Ungdesign</b>	20.30– Fashion show starts at 21 <i>Related exhibition is open to the public 14 Aug to 9 Sept (4th floor, area Rum för Barn).</i>	Kulturhuset, våning 5, StockholmsTerrassen (Sergels torg)	Fredrik Samuelsson (project leader) • +46 702 81 98 45 <a href="mailto:samuelzone@hotmail.com">samuelzone@hotmail.com</a> , <a href="mailto:osa@ungdesign.com">osa@ungdesign.com</a> <a href="http://www.ungdesign.com">www.ungdesign.com</a>
<b>MONDAY 13 AUGUST</b>			
<b>Stockholm Modecenter</b> Trade fair Monday 13–Sunday 19	<i>Trade fair open for buyers 09.00–18.00</i>	Järla Sjö (Nacka)	<a href="http://www.modecenter.se">www.modecenter.se</a>
<b>Erica Laurell</b>	Exhibition at 12.00	Hotel Diplomat, Strandvägen 7 C (Östermalm)	Janusz Dabrowski, Red and Square Fashion PR • +46 8 642 68 37 <a href="mailto:janusz@redandsquare.com">janusz@redandsquare.com</a> • <a href="http://www.ericalaurell.se">www.ericalaurell.se</a>
<b>Björn Borg</b> Premiere Bjorn Borg White	13.00– Fashion show starts at 13.30	Fashion Days/Berns, Berzelii Park (City)	Ulrika Berglund • +46 8 528 00 590 • <a href="mailto:ulrika@patrikssonpr.com">ulrika@patrikssonpr.com</a> or Rocky af Ekenstam Brennicke • +46 709 20 20 80 • <a href="mailto:rocky.brennicke@bjornborg.net">rocky.brennicke@bjornborg.net</a> <a href="http://www.bjornborgwhite.com">www.bjornborgwhite.com</a>
<b>Ida Sjöstedt</b>	15.00– Fashion show starts at 15.30	Fashion Days/Berns, Berzelii Park (City)	Gunilla Gröbb, Jus • +46 8 611 98 00 • <a href="mailto:gunilla@jus.se">gunilla@jus.se</a> <a href="http://www.idasjostedt.com">www.idasjostedt.com</a>
<b>ÖÖS feat. Lina Bodén</b>	Exhibition 17–20, illustrations by Lina Bodén <i>Exhibition open to the public 13 to 24 Aug.</i>	Svartensgatan 12, Mosebacke (Södermalm)	Sus Soddu • +46 704 28 58 09 • <a href="mailto:info@oos.se">info@oos.se</a> <a href="http://www.oos.se">www.oos.se</a>
<b>Guldknappen</b>	20.00– <i>Open to the public Tuesday 14 August.</i>	Bonniers Konsthall	Evy Björklund • +46 8 736 53 03 • <a href="mailto:evy.bjorklund@dv.bonnier.se">evy.bjorklund@dv.bonnier.se</a> <i>Tickets for the public event: <a href="http://www.damernas.se">www.damernas.se</a> or +46 8 736 52 39</i>
<b>TUESDAY 14 AUGUST</b>			
<b>Stockholm Modecenter</b>	<i>Trade fair open for buyers 09.00–18.00</i>	Järla Sjö (Nacka)	<a href="http://www.modecenter.se">www.modecenter.se</a>
<b>Lars Wallin</b>	11.00– Fashion show starts at 11.30	Lars Wallin showroom, Sibyllegatan 19 (Östermalm)	Joakim Pettersson, RBK • +46 586 110 19 • +46 704 21 70 81 <a href="mailto:joakim.pettersson@r-b-k.se">joakim.pettersson@r-b-k.se</a> • <a href="http://www.larswallin.com">www.larswallin.com</a>
<b>Stylein</b>	12.00– Fashion show starts at 12.30	Fashion Days/Berns, Berzelii Park (City)	Emma Lundskog, Star PR • +46 8 545 29 853, +46 736 24 19 17 <a href="mailto:emma.lundskog@starpr.se">emma.lundskog@starpr.se</a> • <a href="http://www.stylein.se">www.stylein.se</a>
<b>Hope</b>	13.30– Fashion show starts at 14.00	Fashion Days/Berns, Berzelii Park (City)	Sara Risberg, Patriksson C. • +46 8 528 00 590 • <a href="mailto:sara@patrikssonpr.com">sara@patrikssonpr.com</a> <a href="http://www.hope-sthlm.com">www.hope-sthlm.com</a>
<b>Dada's Diamonds</b>	Press information 14–15 <i>Exhibition 16-19</i> <i>Special guest reads Master and Margarita: 14.30, 17, 18.</i>	Strindbergs Intima teater, Barnhusgatan 20, Norra Bantorget (City)	Louise Sondlo, Jung Relations • +46 704 08 22 65 <a href="mailto:louise@jungrelations.com">louise@jungrelations.com</a> • <a href="http://www.dadasdiamonds.se">www.dadasdiamonds.se</a>
<b>Dagmar</b>	15.00– Fashion show starts at 15.30	Fashion Days/Berns, Berzelii Park (City)	Karin Söderlind • +46 8 411 77 10 • +46 705 82 60 44 • <a href="mailto:karin@bicpr.se">karin@bicpr.se</a> <a href="http://www.houseofdagmar.se">www.houseofdagmar.se</a>
<b>Fashionplay</b> – Therese Dahlqvist, Helena Hertov	Exhibition 15.00–20.00 <i>Open to the public Tue 14 at 15-20, Wed-Sat at 13-18 and Sun at 13-16.</i>	Birger Jarlsgatan 37 (City)	Therese Dahlqvist • +46 707 45 89 84 • <a href="mailto:therese.da@telia.com">therese.da@telia.com</a> <a href="http://www.fashionplay.org">www.fashionplay.org</a>
<b>Whyred</b>	16.30– Fashion show starts at 17.00	Fashion Days/Berns, Berzelii Park (City)	Sara Risberg, Patriksson C. • +46 8 528 00 590 • <a href="mailto:sara@patrikssonpr.com">sara@patrikssonpr.com</a> <a href="http://www.whyred.com">www.whyred.com</a>
<b>Dizel &amp; Sate at Svensk Form Stockholm</b>	Release and exhibition 17.00–22.00 <i>Open to the public 15 Aug to 2 September</i>	Svensk Form Stockholm, Holmamiralens väg 2 (Skeppsholmen)	Kajsa Hernell, Svensk Form +46 8 463 31 97 • <a href="mailto:kajsa.hernell@svenskform.se">kajsa.hernell@svenskform.se</a>
<b>Carin Wester</b>	18.30– Fashion show starts at 19.00	Fashion Days/Berns, Berzelii Park (City)	Andreas Sjöstrand, Ibeyo Pressagentur • +46 8 32 88 01 • +46 702 18 00 23 <a href="mailto:andreas@ibeyo.se">andreas@ibeyo.se</a> • <a href="http://www.carinwester.com">www.carinwester.com</a>
<b>Helena Hörstedt</b>	19.00– Fashion show starts at 19.30	Fashion Days/Berns, Berzelii Park (City)	Paula Björk, Patriksson C. • +46 8 528 00 590 • <a href="mailto:paula@patrikssonpr.com">paula@patrikssonpr.com</a> <a href="http://www.helenahorstedt.com">www.helenahorstedt.com</a>
<b>Bea Szenfeld</b>	19.40– Fashion show starts at 20.10	Nordic light, Vasaplan (City)	Thomas Hägg, Spalt PR • +46 8 667 05 21 • <a href="mailto:thomas@spaltpr.com">thomas@spaltpr.com</a> <a href="http://www.szenfeld.com">www.szenfeld.com</a>

WEDNESDAY 15 AUGUST			
Stockholm Modecenter	Trade fair open for buyers 09.00–18.00	Järla Sjö (Nacka)	<a href="http://www.modecenter.se">www.modecenter.se</a>
Lexington Clothing Co	Showroom/press information 08.00-18.00	Lexington Showroom, Igeldammsgatan 22 (Kungsholmen)	Emelie Göransson, Presskontakterna • +46 8 662 24 00 <a href="mailto:info@presskontakterna.se">info@presskontakterna.se</a> • <a href="http://www.lexingtoncompany.com">www.lexingtoncompany.com</a>
Hunkydory	10.30– Fashion show starts at 11.00	Fashion Days/Berns, Berzelii Park (City)	Anna Eriksson • +46 703 41 46 37 • <a href="mailto:anna.eriksson@primem2.se">anna.eriksson@primem2.se</a> <a href="http://www.hunkydory.se">www.hunkydory.se</a>
Wrangler Jeans	Press information at 11.30	Röda rummet, Fashion Days/Berns, Berzelii Park (City)	Mari-Linn Stenlund, Patriksson Communication • +46 8 528 019 69 <a href="mailto:marilinn@patrikssonpr.com">marilinn@patrikssonpr.com</a>
Velour	Collection SS08 Exhibition 'Broken Glass' 12.00–17.00	Nalen, Regeringsgatan 74 (City)	Paula Björk, Patriksson C. • +46 8 528 00 590 • <a href="mailto:paula@patrikssonpr.com">paula@patrikssonpr.com</a> <a href="http://www.velour.se">www.velour.se</a>
Nygårdsanna	12.30– Fashion show starts at 13.00	Fashion Days/Berns, Berzelii Park (City)	Thomas Hägg, Spalt PR • +46 8 667 05 21 • <a href="mailto:thomas@spaltpr.com">thomas@spaltpr.com</a> <a href="http://www.nygardsanna.se">www.nygardsanna.se</a>
Gunilla Pontén	13.30– Fashion show starts at 14.00	Nordic light, Vasaplan (City)	Lina Sennerdal, the Apartment • +46 8 611 72 70 • <a href="mailto:lina@theapartment.se">lina@theapartment.se</a> Åsa Reuterswärd • +46 8 766 11 51 • <a href="http://www.ponten.com">www.ponten.com</a>
Minimarket	15.00– Fashion show starts at 15.30	Fashion Days/Berns, Berzelii Park (City)	Paula Björk, Patriksson C. • +46 8 528 00 590 • <a href="mailto:paula@patrikssonpr.com">paula@patrikssonpr.com</a> <a href="http://www.minimarket.se">www.minimarket.se</a>
Oscar Magnuson Spectacles/ Patrik Qvist	Exhibition at 17.00–20.00	Fashion Days/Berns, Berzelii Park (City)	Emma Lundskog, Star PR • +46 8 545 29 853 • +46 736 24 19 17 <a href="mailto:emma.lundskog@starpr.se">emma.lundskog@starpr.se</a>
My kind of people – SS08	Fashion & artexhibition 18.00–24.00	My kind of people – Gallery, Bergsundsg. 12, Hornstull (Södermalm)	Manjou Huhtamäki • +46 736 14 01 55 • <a href="mailto:manjou@spray.se">manjou@spray.se</a> <a href="http://www.mykindofpeople.se">www.mykindofpeople.se</a>
Fifth Avenue Shoe Repair	17.30– Fashion show starts at 18.00	Fashion Days/Berns, Berzelii Park (City)	Emma Ohlson, Patriksson C. • +46 8 528 00 590 • <a href="mailto:emma@patrikssonpr.com">emma@patrikssonpr.com</a> <a href="http://www.shoerepair.se">www.shoerepair.se</a>
Camilla Norrback	19.30– Fashion show starts at 20.00	Fashion Days/Berns, Berzelii Park (City)	Katarina Mannerström, House of Communication • +46 8 22 30 10 <a href="mailto:info@camillanorrback.com">info@camillanorrback.com</a> • <a href="http://www.camillanorrback.com">www.camillanorrback.com</a>
Cheap Monday	21.00– Fashion show starts at 21.30	Stadsmuseet/Ryssgården, Slussen (Södermalm)	Makoto Horisaki • +46 768 75 91 99 • <a href="mailto:info@cheapmonday.se">info@cheapmonday.se</a> <a href="http://www.cheapmonday.com">www.cheapmonday.com</a>
THURSDAY 16 AUGUST			
Style at Sthlm/Nordic Shoe & Bag Fair and Rookies & Players Trade fairs 16 to 19 Aug.	A joint press information/ breakfast at 08.30	Stockholm International Fairs (Älvsjö)	Lotta Signeul, Stockholmsmässan • +46 8 749 43 79 • +46 707 89 43 79 <a href="mailto:lotta.signeul@stofair.se">lotta.signeul@stofair.se</a>
Style at Sthlm	Trade fair open 09.00-18.00	Stockholm International Fairs (Älvsjö)	Lotta Signeul, Stockholmsmässan • +46 8 749 43 79 • +46 707 89 43 79 <a href="mailto:lotta.signeul@stofair.se">lotta.signeul@stofair.se</a> • <a href="http://www.styleatsthlm.se">www.styleatsthlm.se</a>
Nordic Shoe & Bag Fair	Fashion show starts at 09.15 <i>Fashion show open for buyers at 11 and 14</i>	Stockholm International Fairs (Älvsjö)	Eva Hiller • +46 8 411 00 22 • <a href="mailto:info@nordicshoehandbagfair.se">info@nordicshoehandbagfair.se</a> <a href="http://www.nordicshoehandbagfair.se">www.nordicshoehandbagfair.se</a>
Rookies & Players	Fashion show starts at 9.50	Stockholm International Fairs (Älvsjö)	Tina Olsson • +46 739 63 62 33 • <a href="mailto:rookiesandplayers@moderatet.se">rookiesandplayers@moderatet.se</a> <a href="http://www.rookies.nu">www.rookies.nu</a>
mori & mimosa	Showroom Thursday 16 to Friday 17, 09.00-18.00	Högalidsgatan 34 A, Hornstull (Södermalm)	Christina Wemming • +46 708 52 09 60 or Sara Engberg • +46 737 04 41 14 <a href="mailto:info@morimimosa.com">info@morimimosa.com</a> , <a href="http://www.morimimosa.com">www.morimimosa.com</a>
Ylva	Showroom Thursday 16 to Sunday 19 at 09.00-18.00	Slipgatan 7, Hornstull (Södermalm)	+46 8 30 03 88 • <a href="mailto:info@ylvaliljefors.net">info@ylvaliljefors.net</a> <a href="http://www.ylvaliljefors.net">www.ylvaliljefors.net</a>
Bomullsbörsen Trade fair Thursday 16–Sunday 19	Trade fair open 10.00–19.00 For press only: 19.00-21.00	Street, Hornstulls Strand 3 (Södermalm)	Johan Håman (PR) • +46 709 72 69 88 • <a href="mailto:johan@lester.se">johan@lester.se</a> Fredrik du Hane • +46 8 668 32 00 • <a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
Stockholm Modecenter	Fashion show starts at 11.00 (fair open 9–18) <i>Fashion show open for buyers at 13.</i>	Järla Sjö (Nacka)	Nina Back-Sundström • +46 8 681 01 00 • <a href="mailto:press@modecenter.se">press@modecenter.se</a> <a href="http://www.modecenter.se">www.modecenter.se</a>
An afternoon at The Grocery	Showroom 12–17, Cheap Monday, Edwin Jeans, Freitag, Rogues Gallery, Self Passage, Sunday Sun, Qoniak.	Kammakargatan 23 (City)	Stina Barkow, The Grocery • +46 703 16 05 01 <a href="mailto:stina.barkow@thegrocery.se">stina.barkow@thegrocery.se</a> (refer to subject: Afternoon)
Nakkna	Exhibition 15.00–19.00	Galleri Jonas Kleerup, Tegnérsgatan 18 (Vasastan)	Lotta Lundquist, Ibeyo Pressagentur • +46 8 32 88 01 • <a href="mailto:lotta@ibeyo.se">lotta@ibeyo.se</a> <a href="http://www.nakkna.com">www.nakkna.com</a>
Pia Simensen	15.00– Fashion show starts at 15.30	East, Stureplan 13 (City)	Cicci Wallin, Black Market +46 707 38 54 48 • <a href="mailto:cicci@blackmarketsthlm.se">cicci@blackmarketsthlm.se</a>
Nikolaj d'Etoiles	15.45– Fashion show starts at 16.15	Showroom Nikolaj d'Etoiles, Narvavägen 30 (Östermalm)	Rebecka Wiiburg, Four C • +46 735 29 57 22 • <a href="mailto:rebecka.wiiburg@fourc.se">rebecka.wiiburg@fourc.se</a> <a href="http://www.nikolajdetoiles.com">www.nikolajdetoiles.com</a>
Chantelle	19.00– Exhibition and fashion show starts at 19.30	Tvålpalatset, Sankt Paulsgatan 29B, Mariatorget (Södermalm)	Katarina Mannerström, House of Communication • +46 8 22 30 10 <a href="mailto:katarina@houseofcommunication.com">katarina@houseofcommunication.com</a>
+46 Award fashion show	Presenting Nikoline Liv Andersen (DK) 19.30–, Fashion show starts at 20.00	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Martin Bundock • +46 8 692 62 62 • +46 704 28 37 17 • <a href="mailto:martin@awb.se">martin@awb.se</a> <a href="http://www.plus46fashion.se">www.plus46fashion.se</a>

<b>NK STIL</b>	Sneak preview magazine no 7 at 20.00–22.00	NK, Ljusgården, Hamngatan 18-20 (City)	Maria Millqvist • +46 707 16 57 02 • maria@spoilconcept.se
<b>Pudel</b>	20.00–22.00 Video presentation SS08 / live music, show starts at 21	Riche, Birger Jarlsgatan 4 (City)	Maria Lager, Pretto PR • +46 768 52 22 33 • maria@pretto-online.com <a href="http://www.pudel.co.uk">www.pudel.co.uk</a>
<b>FRIDAY 17 AUGUST</b>			
<b>Stockholm Modecenter</b>	Trade fair open 09–18, shows at 11 and 13	Järla Sjö (Nacka)	<a href="http://www.modecenter.se">www.modecenter.se</a>
<b>Style at Sthlm/Nordic Shoe &amp; Bag Fair and Rookies &amp; Players</b>	Trade fairs open 09.00–18.00 Nordic Shoe & Bag Fair: shows at 11 and 14	Stockholm International Fairs (Älvsjö)	<a href="http://www.styleatsthlm.se">www.styleatsthlm.se</a> • <a href="http://www.nordicshoeandbagfair.se">www.nordicshoeandbagfair.se</a> • <a href="http://www.rookies.nu">www.rookies.nu</a>
<b>+46</b> Trade fair Friday 17–Saturday 18	Trade fair open 09.00–18.00	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Kristian Rajnai • +46 8 691 45 57 • kristian@plus46fashion.se <a href="http://www.plus46fashion.se">www.plus46fashion.se</a>
<b>Bomullsbörsen</b>	Trade fair open 10.00–19.00	Street, Hornstulls Strand 3 (Södermalm)	<a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
<b>Ulrika Sandström</b>	13.00– Fashion show starts at 13.30	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Thomas Hägg, Spalt PR • +46 667 05 21 • thomas@spaltpr.com <a href="http://www.ulrikasandstrom.se">www.ulrikasandstrom.se</a>
<b>Jojo &amp; Malou</b>	14.00– Fashion show starts at 14.30	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Jenny Halonen • +46 739 46 03 97 • info@oddsagentur.se <a href="http://www.jojoandmalou.com">www.jojoandmalou.com</a>
<b>Diana Orving</b>	15.30– Fashion show starts at 16.00	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Gunilla Grubb, Jus • +46 8 611 98 00 • gunilla@jus.se <a href="http://www.dianaorving.com">www.dianaorving.com</a>
<b>Qoniak</b>	16.30– Fashion show starts at 17.00	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Makoto Horisaki • +46 768 75 91 99 • info@qoniak.com <a href="http://www.qoniak.com">www.qoniak.com</a>
<b>Cover/+46 exhibition</b> Part of the Grolsch Block Party <a href="http://grolschblockparty.com">grolschblockparty.com</a>	Photography exhibition by Mark Abraham, 17.00-22.00	Ljunggrens, Götgatan 36 (Södermalm)	Martin Bundock • +46 8 692 6271 • +46 704 28 37 17 • martin@awb.se
<b>Eko-Extravaganza</b>	17.30–, Fashion show starts at 18. With Ekovaruhuset's Anja Hynynen, Benita Ben Djama and Johanna Hofring.	Sarabia AB, Blå Bodarna 2 (blue tunnel between Slussen and Gamla Stan)	Benita Ben Djama • +46 709 24 58 60 • info@ekovaruhuset.se <a href="http://www.ekovaruhuset.se">www.ekovaruhuset.se</a>
<b>Lecture by Otto von Busch</b>	Starts at 17.45	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Stina Barkow • +46 703 16 05 01 osa@thegrocery.se
<b>Rookies &amp; Players Ten Times Anniversary</b>	Opening exhibition at 19.00-21.00 <i>Exhibition open to the public 18 to 28 Aug.</i>	Nordic Light Hotel, Vasaplan 7 (City)	Emelie Bergsten, Nordic Light Hotel • +46 8 50 56 32 79 • +46 708 26 29 51 emelie.bergsten@nordichotels.se
<b>ODD fashion party # 3</b>	00.00-05.00	Neu, Stureplan (City)	Kalle Tollmar • +46 8 691 45 50 • kalle@oddprojects.se
<b>SATURDAY 18 AUGUST</b>			
<b>Stockholm Modecenter</b>	Trade fair open 09.00–18.00, show at 13	Järla Sjö (Nacka)	<a href="http://www.modecenter.se">www.modecenter.se</a>
<b>Style at Sthlm/Nordic Shoe &amp; Bag Fair and Rookies &amp; Players</b>	Trade fair open 09.00–18.00 Nordic Shoe & Bag Fair: shows at 11 and 14 Rookies & Players: shows start at 11.30 (list of designers and individual shows at <a href="http://www.rookies.nu">http://www.rookies.nu</a> )	Stockholm International Fairs (Älvsjö)	<a href="http://www.styleatsthlm.se">www.styleatsthlm.se</a> <a href="http://www.nordicshoeandbagfair.se">www.nordicshoeandbagfair.se</a> <a href="http://www.rookies.nu">www.rookies.nu</a>
<b>+46</b>	Trade fair open 09.00–18.00	+46 Building, Kronobergsgatan 37 (Kungsholmen)	<a href="http://www.plus46fashion.se">www.plus46fashion.se</a>
<b>Bomullsbörsen</b>	Trade fair open 10.00–19.00	Street, Hornstulls Strand 3 (Södermalm)	<a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
<b>Ladies &amp; Gentlemen</b>	13.30– Fashion show starts at 14.00	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Fredrik Robertsson, Pretto PR • +46 703 33 78 38 fredrik@pretto-online.com • <a href="http://www.ladiesandgentlemen.se">www.ladiesandgentlemen.se</a>
<b>Pimpinette</b>	13.30– Fashion show starts at 14.30	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Katarina Mannerström, House of Communication • +46 8 22 30 10 katarina@houseofcommunication.com • <a href="http://www.pimpinette.com">www.pimpinette.com</a>
<b>+46 fashion week party</b>	00.00–05.00	Spy Bar, Stureplan (City)	Kalle Tollmar • +46 8 691 45 50 • kalle@oddprojects.se
<b>SUNDAY 19 AUGUST</b>			
<b>Stockholm Modecenter</b>	Trade fair open 09.00–18.00	Järla Sjö (Nacka)	<a href="http://www.modecenter.se">www.modecenter.se</a>
<b>Style at Sthlm/Nordic Shoe &amp; Bag Fair and Rookies &amp; Players</b>	Trade fair open 09.00–16.00 Nordic Shoe & Bag Fair: shows at 11 and 13	Stockholm International Fairs (Älvsjö)	<a href="http://www.styleatsthlm.se">www.styleatsthlm.se</a> • <a href="http://www.nordicshoeandbagfair.se">www.nordicshoeandbagfair.se</a> • <a href="http://www.rookies.nu">www.rookies.nu</a>
<b>Bomullsbörsen</b>	Trade fair open 10.00–16.00	Street, Hornstulls Strand 3 (Södermalm)	<a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
<b>ADDITIONAL</b>			
<b>TUESDAY 21 AUGUST: Szymon Zürn</b>	18.00– Fashion show starts at 18.30	Södra Teatern, Mosebacke Torg 1-3 (Södermalm)	Lukasz Zieba • +46 8 31 50 31 • +46 736 95 22 85 <a href="http://www.szymonzurn.com">www.szymonzurn.com</a>
<b>WEDNESDAY 22 AUGUST: Lamilla</b>	18.30– Fashion show starts at 19.00	Dansmuseet, Gustav Adolfs torg 22-24 (City)	Maria Lager, Pretto PR • +46 768 52 22 33 • maria@pretto-online.com <a href="http://www.lamilla.se">www.lamilla.se</a>

\* You will soon notice that Sweden uses the 24-hour clock so the times in the programme need to be converted. For instance, if a trade show is open 10-18, this means opening hours are 10 a.m. to 6 p.m. A fashion show that starts 13.30 Swedish time converts to 1.30 p.m., while 12-20 is noon to 8 pm.