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## STOCKHOLM FASHION WEEK 13-19 AUGUST 2007

The programme for Stockholm Fashion Week presents fashion shows, trade fairs, trading sites, exhibitions and other events arranged all around the city. Activities that focus on the latest for the Spring/Summer 2008 season.

Accreditation to the trade fairs can be arranged directly by contacting the appropriate organiser. A personal invitation is required to the fashion shows. Journalists have access to the complete programme that specifies all the events and time schedules. For more information, please contact co-ordinator Helena Mellström, tel +46 (0)8 411 17 44, mobile +46 (0)702 622 627, or email helena.mellstrom@moderadet.se. Dates for coming Fashion Weeks are published on the Swedish Fashion Council's website under the heading Stockholm FW (www.moderadet.se).

### TRADE FAIRS & TRADING SITES

#### **STOCKHOLM MODECENTER: 13-19 AUG., JÄRLA SJÖ IN NACKA**

Founded in 1991, based in Järsla Sjö after they moved their office last Fashion Week. The old, traditional factory site is now filled with 170 companies who gather some 500 brands. An additional 30 companies are invited with temporary showrooms.

This time, Modecenter will present a complete new show with 40 models. The fashion show will be held during a special media day as well as for buyers, who can watch the show during several occasions.

👁 Media day/fashion show: Thursday 16 Aug. (shows for buyers 16-18).  
www.modecenter.se

#### **STYLE AT STHLM: 16-19 AUG., STOCKHOLM INT. FAIRS, ÄLVSJÖ**

Fashion trade fair for trade and inspiration. Arranged for the second time by Stockholm International Fairs, this time in collaboration with Nordic Shoe & Bag Fair in a shared exhibition hall. Together, the trade fair present 190 exhibitors and 800 brands. The fair is divided into four main categories: Casual Street, Contemporary, Children and Classic.

👁 Media day 16 Aug.  
www.styleatsthlm.se

#### **NORDIC SHOE & BAG FAIR: 16-19 AUG., STOCKHOLM INT. FAIRS, ÄLVSJÖ**

With companies that have shoes, bags and accessories in their collections. Arranged by the Swedish Association of Agents which this season marks the premier of a jewellery exhibition "Makalöst Glamoröst". 14 designers will present jewellery made of diamonds and gold, silicon and porcelain. The trade fair also hosts an inspiration exhibition exposing future trends and a concept exhibition on the theme display windows.

👁 Media day/fashion show 16 Aug. (Shows for buyers every days.)  
www.nordicshoeandbagfair.se



MODECENTER'S NEW LOCATION



BERNS, FAMOUS NIGHT-CLUB AND HOTEL, HOST 13 FASHION SHOWS IN CENTRAL STOCKHOLM



FASHION SHOW AT NORDIC SHOE & BAG FAIR IN FEBRUARY, 2007

# SFW – DESIGNER COLLECTIONS

**ROOKIES & PLAYERS: 16-19 AUG., STOCKHOLM INT. FAIRS, ÄLVSJÖ**

Run by the Swedish Fashion Council since 2005, this is a fashion arena for smaller fashion and design companies. Arranged for the tenth time this season, the anniversary will be celebrated with a special exhibition in central Stockholm.

The Rookies&Players participants have been selected by a panel of experts. The same panel nominates companies to the "Rookie of the Year" award. This year's nominees: menswear brand Whytzeck Refined Street, sneakers company Gram and accessory brand van Deurs. The award ceremony will be held during media day and the winner will receive the Stil award of SEK 20,000 from the Swedish Trade Federation. In addition, the winner will receive a specially-designed glass object created by Åsa Jungnelius from Kosta Boda. (Earlier companies that won the "Rookies & Players of the Year" award are fashion brand Dagmar in 2005 and jewelry firm Dada's Diamonds in 2006).

Participants in Rookies: Säby, SoloUniko, Sabina, Riviera, SisKa, Urban buzz, Maria Sköldin, Lund+Berg, NINII, HALLER, Piecemeal, Fphonetics, CB, Sustainable Revolution, Revery and Monamici. Participants in Players: Forthmeier made in Sweden, Jb-design, Van Deurs, Whytzeck Refined Street, rabbi fashion, Gram, Karin Jacobsen Agency, Soddu, Tina Olsson, Drottningen av Saba, Uncut version and M&Kyoko (Japan).

👁 Media day/joint fashion show 16 Aug. Individual shows will be held on 18 Aug., visit the website for more precise show times.

[www.rookies.nu](http://www.rookies.nu)

**BOMULLSBÖRSEN: 16-19 AUG., STREET LOCATED ON HORNSTULLS STRAND**

A trade fair for buyers that will celebrate its third anniversary. Among the exhibitors are 23 companies with some 50 brands that primarily represent lifestyle and street fashion. Swedish and international brands.

👁 Media day 16 Aug.

[www.bomullsborsen.se](http://www.bomullsborsen.se)

**+46 TRADE SHOW: 16-18 AUG.: +46 BUILDING, KUNGSHOLMEN**

The new fashion event +46 was established in 2006 and today brings together a broad selection of Swedish and international brands during three trade fair days.

Swedish brands: Rodebjer, Julian Red, Pudel, So Last Season, Stylein, Dagmar, Dada's Diamonds, Jojo & Malou, Pace, Fraulein Von Haust, Skyward, Our Legacy, Josefina lar, PicaPica, Saga, Svensson Jeans, Pia Simensen, Whytzeck, Gram, Kling, Permanent Vacation, Ladies & Gentlemen, Pimpinette, Ulrika Sandström, Bea Szenfeld, Cheap Monday, Qoniak, A Bug collection & Pseudonym. International brands: Nikoline Liv Andersen, Buskbus K, Peter Jensen for bStore shoes, Soulland, Regine Mowill, S.N.S, Works Untld, FaFaFa (DK), Antti Asplund, Daniel Pailillo (FI), Bernhard Willhelm shoes, Potpoti (DEU), Alessi (NL), AB-Irato, Misericordia (FR), Retro Superfuture, SBU, Cycle, D.A.T. (ITA), Las Cosas Que Nos Elevan, Puffa, Christine Bec, Folk, Shoefolk shoes, bStore shoes (GB), Rozalb de Mura (RO), Issey Miyake Watches, Edwin (JP), NOM\*d (NZ), Opening Ceremony shoes (USA), Eley Kishimoto shoes (JP/GB).

+46 also present the "+46 Awards Fashion Show" that highlights a selected Scandinavian designer by arranging a special show. This year the spotlight is on Danish designer Nikoline Liv Andersen. Individual fashion shows are also arranged during the trade fair (detail info in schedule!)

👁 Fashion show "+46 Awards fashion show" Thursday 16 Aug.

[www.plus46fashion.se](http://www.plus46fashion.se)



ONE OF THIS YEAR'S NOMINEES TO THE "ROOKIES OF THE YEAR", SNEAKERS COMPANY GRAM. SHOES FROM COLLECTION AUTUMN/WINTER 07-08.



EXHIBITORS AT "BOMULLSBÖRSEN" LOCATED ON STREET, HORNSTULLS STRAND.

# SFW – DESIGNER COLLECTIONS

## INDIVIDUAL BRANDS/SHOWS

### BEA SZENFELD

Born 1972 in Poland, moved to Sweden in 1983. Active as designer since 2002 after studying at Beckmans College of Design. Nominated by Elle magazine as Newcomer of the Year, 2004. Focusing on on womenswear and menswear, Bea's company has sales in Sweden, Denmark and the USA. The theme of her S/S 2008 collection is "Mr. Ruggerio's neighbourhood".

👁️ Fashion show Tuesday 14 Aug.

[www.szenfeld.com](http://www.szenfeld.com)

### BJÖRN BORG

Clothes, shoes, accessories and perfume are long-standing product groups. International sales, with Sweden and Holland as the largest markets. Focuses on three concepts for 2007, of which the dressy, off-court inspired menswear "Bjorn Borg White" will be presented for the first time. The new collection "Smash" is named after Björn Borg as style icon.

👁️ Fashion show Monday 13 Aug.

[www.bjornborgwhite.com](http://www.bjornborgwhite.com)

### CAMILLA NORRBACK

Started in 1999 by Camilla Norrback born 1974 in Jakobstad, Finland. Today the brand sells in the Nordic countries, England, France, the USA and Japan. Her design philosophy can be summed up as "ecoluxury" which combines ethics and ecology. Coming collections include such base colours as white, black and grey. Elements of pale pink and lime, and chilli pink accent colour.

👁️ Fashion show Wednesday 15 Aug.

[www.camillanorrback.com](http://www.camillanorrback.com)

### CARIN WESTER

Started in 2003 by Carin Wester, born 1974 in Uppsala, graduate from Beckmans College of Design. Designs womenswear and menswear. Sales in Sweden, Denmark, Finland, the USA and Japan. The summer includes snow-washed denim and printed viscose. Colour scheme comprised of black, white, khaki, green, grey, dark yellow and dark purple.

👁️ Fashion show Tuesday 14 Aug.

[www.carinwester.com](http://www.carinwester.com)

### CHEAP MONDAY

The first Cheap Monday-jeans was sold in April 2004. Sold today in 28 countries where Scandinavia is the largest market followed by France, Italy and England. Örjan Andersson and Sanna Atldax are the designers, and Karl Grandin and Björn Atldax are head of the graphical work. S/S 08 present strong colours, inserts, denim and chlorine-washes.

👁️ Fashion show Wednesday 15 Aug.

[www.cheapmonday.com](http://www.cheapmonday.com)

### DADA'S DIAMONDS

Jewellery for women and men. Run by Ida Forss and Kajsa Öberg since 2005, both of whom trained at the University College of Arts Crafts and Design. Literary concepts are often recreated in the designs. The master and Margarita (by Michail Bulgakov) is the theme of this season's collection. Colours as Silver, pirates gold, black and green.

👁️ Media day Tuesday 14 Aug.

[www.dadasdiamonds.se](http://www.dadasdiamonds.se)



BEA SZENFELD S/S 08



DADA'S DIAMONDS S/S 08

# SFW – DESIGNER COLLECTIONS

**DAGMAR**

Established in 2005 by the sisters Karin Söderlind, Sofia Malm and designer Kristina Tjäder who studied at Esmod in Paris. Awards include "Rookie of the Year, 2005" and Elle's "Newcomer of the Year, 2006". Focus is on knits and woven womenswear with roots in Art deco. Market: Scandinavia, Germany, Belgium, France, Italy, the USA and Japan.

👁️ Fashion show Tuesday 14 Aug.

[www.houseofdagmar.se](http://www.houseofdagmar.se)

**DIANA ORVING**

Self-taught Diana is born 1985 in Stockholm. Runs her own brand since 2001. Sales in Scandinavia, England, France, the USA, Japan, China and Israel. The new women's collection is described as tight, but also with volume, enticing and filled with integrity. In colours like black, white and red with many different draping solutions.

👁️ Fashion show Friday 17 Aug.

[www.dianaorving.com](http://www.dianaorving.com)

**EKO-EXTRAVAGANZA**

Marks the launch of three collections by Anja Hynynen born 1983, Benita Ben Djama born 1974 and Johanna Hofring born 1973. Johanna also runs the store Ekovaruhuset. Respect to the environment is a main topic, in the design as well as in the range offered in the store. They work with ecological material, mostly in wool, hemp, flaxs and cotton. Womenswear, some outfits for men.

👁️ Fashion show Friday 17 Aug.

[www.ekovaruhuset.se](http://www.ekovaruhuset.se)

**ERICA LAURELL**

Born in Stockholm, moved to Paris for a period of fashion studies at Studio Bercot. Went into business for herself in 2005. Hand crocheted and knits are a huge passion and old patterns a constant source of inspiration. New for the next collection are hand-crocheted beachwear and dresses combined with Thai silk and cotton. In emerald green, pink, purple, orange and black.

👁️ Media day Monday 13 Aug.

[www.ericalaurell.se](http://www.ericalaurell.se)

**FIFTH AVENUE SHOE REPAIR**

Run since 2004 by Lee Cotter, born 1973, menswear designer, and Astrid Olsson, born 1975, trained in women's tailoring and fashion design.

Drapings, deconstruction and minimalism are characteristic for the design. Available today in Scandinavia, Germany, France, Italy, the USA, Russia, Japan and other markets. The spring/summer 08 season will be presented in a black, white, grey and red colour scheme.

👁️ Fashion show Wednesday 15 Aug.

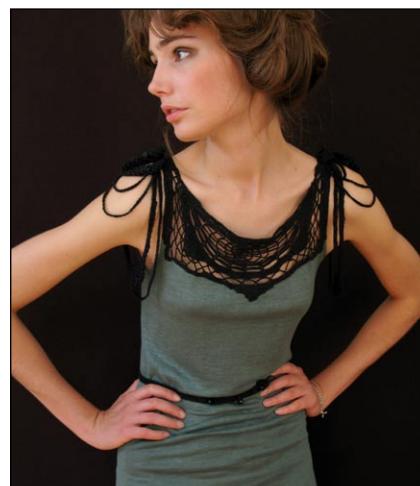
[www.shoerepair.se](http://www.shoerepair.se)

**GUNILLA PONTÉN**

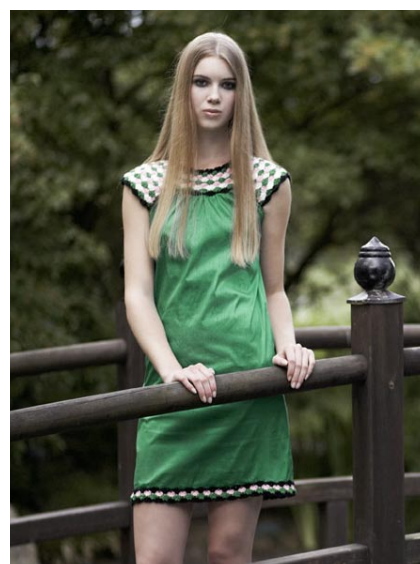
A famous fashion personality who has more than 50 years in the industry. Honoured in various exhibitions and winner of Sweden's prestigious Guldknappen award. Gunilla designs womenswear and accessories for all ages. The coming season introduces garments in such fabrics as organza, glossy rep, satin, raw cotton, and silver fabrics in a geometric colour scheme that embraces black, white and silver.

👁️ Fashion show Wednesday 15 Aug.

[www.ponten.com](http://www.ponten.com)



EKO-EXTRAVAGANZA PHOTO: AIA JÜDES



ERICA LAURELL S/S 08

# SFW – DESIGNER COLLECTIONS

**HELENA HÖRSTEDT**

Born 1977 in Umeå. Holder of The Swedish Fashion Council's scholarship for her examination collection at Beckmans College of design. Her own brand since 2004. Presents her first fashion show after school. Designs a lot in black and tailored. The theme for the collection is "superiority". Colour range of blackness, qualities of silk.

👁 Fashion show Tuesday 14 Aug.

[www.helenahorstedt.com](http://www.helenahorstedt.com)

**HOPE**

Founded in 2001 by Ann Ringstrand, born 1965 in Borås and Stefan Söderberg, born 1968 in Härnösand. The collection includes womenswear/menswear, shoes and accessories. Available in England, Germany, Italy, the USA, and Japan. The collection focuses on lightweight, wrinkled and small prints in nylon mixes. Lemon yellow, clear blue and old rose complement black, grey and white.

👁 Fashion show Tuesday 14 Aug.

[www.hope-sthlm.com](http://www.hope-sthlm.com)

**HUNKYDORY**

Started in 1996 by Ulrika and Christopher Bjercke, both of whom trained at Esmod in Paris. Sales in Scandinavia, England, Ireland and Germany. The "Hushed summer night" women's collection mixes drama and romance with over-dimensioned and slim silhouette. Fabrics such as silk, supple muslin, jersey and silk/linen mixes as well as cotton.

👁 Fashion show Wednesday 15 Aug.

[www.hunkydory.se](http://www.hunkydory.se)

**IDA SJÖSTEDT**

Started in 2001, designer Ida Sjöstedt, born 1976 in Sweden, graduated with a degree in fashion design from the University of Westminster. Womenswear oriented, her garments sell in Sweden and Denmark. Often builds her collections on stereotype concepts about femininity. The "Paradise Hotel" theme stems from visions of a tropical dream holiday in a broad colour scheme that includes pink, silver and orange.

👁 Fashion show Monday 13 Aug.

[www.idasjostedt.se](http://www.idasjostedt.se)

**JOJO & MALOU**

Johanna Eriksson and Malou Palmqvist, both trained in London, work since 2005 with their shared brand. Debuted in connection with London Fashion Week and was awarded the "New Generation" award by the British Fashion Council with backing from Topshop. The collection "Wet 'n' Wild" is inspired by '80s safaris, '90s beach culture and spa ladies.

👁 Fashion show Friday 17 Aug.

[www.jojoandmalou.com](http://www.jojoandmalou.com)

**LADIES & GENTLEMEN**

Started in 2004 by Alicia Rissler, born 1980 in Stockholm, who trained in England and Spain. Design for both women and men, inspired by classic men's tailoring. With her new collection, Alicia defies our perceptions of masculine and feminine, traditional shapes and street fashion. The objective is to find a balance between the urban and the classic in new shapes and forms.

👁 Fashion show Saturday 18 Aug.

[www.ladiesandgentlemen.se](http://www.ladiesandgentlemen.se)



HELENA HÖRSTEDT COLLECTION 2004  
PHOTO: ANN LINDBERG/LOUB



IDA SJÖSTEDT A/W 07-08

# SFW – DESIGNER COLLECTIONS

**LAMILLA**

Behind the new brand established in 2006 are Lamija Suljevic and Gabomilla Nielse, both natives of Växjö. They used to work as stylists out of London. Their joint design using braids, embroidery, pleats and lace crosses French influences with artistic expression. Their philosophy is frank; Lamilla targets those who are their own icons.

👁️ Fashion show Wednesday 22 Aug.

[www.lamilla.se](http://www.lamilla.se)

**LARS WALLIN**

Born 1965 in Västerås, has after graduating concentrated on designing evening clothes and stage costumes. Sometimes described as Sweden's "Prince of glamour", awarded with the prestigious Guldknappen in 1995. He has expanded his design the past years to include a commercial men's collection produced by Cavaliere. S/S 2008 season displays marine sports elements with a touch of the Olympic Games and a special party theme.

👁️ Fashion show Tuesday 13 Aug.

[www.larswallin.com](http://www.larswallin.com)

**LEXINGTON CLOTHING COMPANY**

Lists under The Lexington Company with Kristina Lindhe as creative director. Releasing its first clothes collection for women and men in connection with Fashion Week. The style is described as casual luxury, inspired by young American fashion. Shirt fabrics, heavy and lightweight jersey and knits are the base. Classic colour scheme with bold accents.

👁️ Media show/showroom Wednesday 15 Aug.

[www.lexingtoncompany.com](http://www.lexingtoncompany.com)

**MINIMARKET**

Run since 2006 by the Elvestedt sisters Sofie, born 1978, Jennifer and Pernilla, born 1985. Sales in Scandinavia, the USA, Australia, Japan and many parts of Europe. The trio prefers to work from a tailored design. The new season introduces a series called "Box" in which inventive pleating techniques create box-like shapes on skirts, pants and dresses. Plans for the brand include introducing a wider tricot line and women's shoes.

👁️ Fashion show Wednesday 15 Aug.

[www.minimarket.se](http://www.minimarket.se)

**MORI & MIMOSA**

With designers Christina Wemming and Sara Engberg, born in Uppsala. A joint brand after 2006 when they finished education. Focus is in womenswear, jewellery and accessories. Market: Sweden, Denmark, France, Germany, Italy, Ireland and Japan. The theme is "Hawaiian Mirage", material like plexi, silver and textiles imported by themselves. Each garment and piece of jewellery has its own unique number.

👁️ Showroom 16 to 17 Aug.

[www.morimimosa.com](http://www.morimimosa.com)

**NAKKNA**

Run since 2003 by Claes Berkes, born 1975, Camilla Sundin, born 1974 and Ella Soccorsi, born 1977 in Zambia, all graduates of Beckmans College of Design. Acclaimed as Newcomer of the Year, 2004 by Elle. Sales in Sweden, England, the USA and Hong Kong. Colours for next collection, for both womenswear and menswear, is a scale of warm grey. Accents like sunny yellow, gold, silver and white. Theme: "Behaviour of light".

👁️ Exhibition Thursday 16 Aug.

[www.nakkna.com](http://www.nakkna.com)



LAMILLA S/S 08

# SFW – DESIGNER COLLECTIONS

**NIKOLAJ D'ETOILES**

Brand established by Tobias and Anders Björkstedt. Designer is Sandra Karlsson, born in 1979 in Landskrona, with a degree from Beckmans College of Design and the Swedish School of Textile, University College of Borås. The philosophy is discrete, elegant luxury with a touch of cashmere and silk. The new men's line introduces the "Captivation of Romance" theme in a romantic colour scheme intermingled with steel tones.

👁 Fashion show Thursday 16 Aug.  
www.nikolajdetoiles.com

**NYGÅRDSANNA**

Head office is situated in Linköping, run by Nygårds Anna Bengtsson born 1966 in Mora. She is educated at University College of Borås and Beckmans College of design. Designs womenswear, with main market in Scandinavia, England, Germany and Japan. Awarded with Guldknappen 1998. Theme Spring/Summer 2008: "borrowed proportions".

👁 Fashion show Wednesday 15 Aug.  
www.nygardsanna.se

**PIA SIMENSEN**

Born in Strömstad (-76), studied at Beckmans College of design. Presents her first collection after five years as a part of Karin & Pias. Summer 08 works on the supposition how to dress rather than what. The inspiration comes from Jinx Dawson which is high-lighted in a snake-patterned print with embroideries in black-in-black, which creates an effect of 3-D.

👁 Fashion show Thursday 16 Aug.

**PIMPINETTE**

Started by Sasha Norén, born 1979 in Stockholm, trained at the Cutters' Academy of Stockholm. Pretty with a twist is Pimpinette's motto. The Spring/Summer 2008 women's collection is a tribute to sweets in all shapes and forms. Presented under the theme name "Bons Bons".

👁 Fashion show Saturday 18 Aug.  
www.pimpinette.com

**PUDEL**

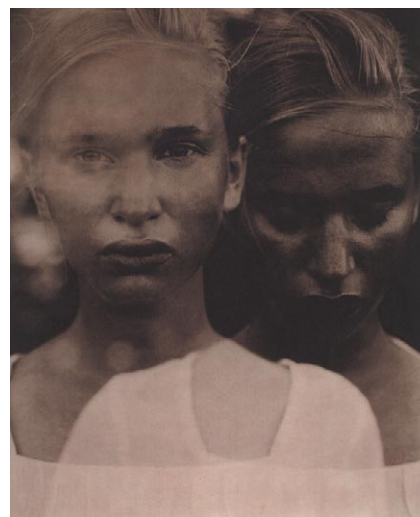
Designer is Lina Österman, born 1982 in Hallstavik. Educated at Saint Martins College of Art & Design in London. Works with a unisex look for womenswear and menswear. Market: the Nordic countries, several European countries as well as the USA, Canada, Japan and Russia. The new collection for summer, "Borderline03\_travel with your mind", has a scale of black, white and grey. Fabrics include knitted cotton and denim.

👁 Presentation 16 Aug.  
www.pudel.co.uk

**QONIAK**

A new jeans and steet-label from Weekday (pronounced like cognac). Established in 2007 with design by Örjan Andersson, born 1972 in Stockholm, who also designs for Cheap Monday. The inspiration to the second collection comes from different youth-cultures. Next summer includes a lot of denim, theme name "Chlorine", with mottled colours.

👁 Fashion show Friday 17 Aug.  
www.qoniak.com



NYGÅRDSANNA



PUDEL S/S 08

# SFW – DESIGNER COLLECTIONS

**STYLEIN**

Founded in New York by Elin Nyström, born 1981 in Göteborg, after graduating from FIT, Fashion Institute of Technology. Womenswear oriented and sales in Scandinavia, France, Italy and Japan. Works primarily with tricot and keeps most production local. The "I love Paris in Springtime" collection also mixes sequins and patent imitation. Inspired by big-city life in St. Petersburg, New York and Osaka.

👁 Fashion show Tuesday 14 Aug.

[www.stylein.se](http://www.stylein.se)

**SZYMON ZŪRN**

Menswear brand since 2006, designer Szymon Zürn was born 1983 in Poland. Strives to harmonise with its own motto "Aristocratic street fashion" via a high-quality collection that offers a casual fit. Theme of S/S 08 is "An unfinished adventure", mixing leather and cotton. Colours include white, grey, blue and blond woods/red-brownish wood tones.

👁 Fashion show Tuesday 21 Aug.

[www.szymonzurn.com](http://www.szymonzurn.com)

**ULRIKA SANDSTRÖM**

Born 1974 in Stockholm, Ulrika launched the brand in 2003 after graduating from Beckmans College of Design. Her women's collection reports sales on such markets as Denmark and New Zealand. Also a singer for the band Swiss Boarding School, much of her inspiration comes from the world of music. In an exclusively pink colour scheme, "Pretty Pink, with elements of the rocking '80s and some sporty influences.

👁 Fashion show Friday 17 Aug.

[www.ulrikasandstrom.se](http://www.ulrikasandstrom.se)

**VELOUR**

Presented for the first time 2001. Head of design is Karl-Wilhelm Björk (womenswear) and Per Andersson (menswear). Market: the Nordic countries, several European countries, the USA, Canada, Japan, Hong Kong and Australia. Theme S/S 08 is called "Broken glass". For men's collection it's about forms from '80s and '90s. Inspiration for womenswear comes from tourism, charter trips, after beach and city-safari.

👁 Exhibition Wednesday 15 Aug.

[www.velour.se](http://www.velour.se)

**WHYRED**

Founded in 1998, head of design is Roland Hjort. Fashion for women and men, though the collection also includes shoes as well as handbags and other accessories. Their design philosophy surfaces in recurrent projects, with meetings and collaboration with entertainers and artists for various products.

👁 Fashion show Tuesday 14 Aug.

[www.whyred.com](http://www.whyred.com)

**YLVA LILJEFORS**

Born 1972 in Uppsala, trained at Beckmans College of Design and the Malung-based leather school, Skinnskolan. Started her label 1999. Awarded with Guldknappen in 2002. Womenswear oriented, Ylva has a preference for the rock romantic style. Leather is paired with other natural materials such as linen, silk and cotton in black, white and red. This season's theme is "Feel-good hit of the Summer".

👁 Showroom 16 to 19 Aug.

[www.ylvaliljefors.net](http://www.ylvaliljefors.net)



ELIN NYSTRÖM (STYLEIN), PORTRAIT



YLVA LILJEFORS S/S 08

# SFW – DESIGNER COLLECTIONS

## AMONG OTHER EVENTS/ OPEN TO THE PUBLIC

### FASHIONPLAY

*Fashionplay* is originally a website that was launched in December 2006 by Therese Dahlqvist (Royal College of Fine Arts) and Helena Hertov (University College of Art Crafts and Design). Specially invited designers, scientists and artists are allocated space on the website to describe their fashion-related projects using both pictures and words.

During Fashion Week, an exhibition will be arranged that presents six new projects while Therese Dahlqvist introduces "Urbanfem", collections created through workshops that examine how fashion is used to explore identity and affiliation. Helena Hertov will show the film "Feeders" where the world of fashion moves into a "House of pigs".

👁️ Presentation Tuesday 14 Aug. Open to the public Tuesday 14 to Sunday 19 August. (Tue 14 Aug at 15-20, Wed 15 to Sat 18 Aug at 13-18 and Sun 19 Aug at 13-16.)

[www.fashionplay.org](http://www.fashionplay.org)

### UNGDESIGN

Children's "crazy" fashion drawings come to life on a catwalk.

*Ungdesign* is a project that gives children between the ages 6 and 12 the chance to express themselves in fashion and art. The end result is a collection based on fashion drawings created by the children. A total of 15 garments have been produced based on these children's imaginations. Bold colours, candy and "bizarre" forms are the core. The end results are displayed in adult sizes in a fashion show in collaboration with Hennes & Mauritz and Kulturhuset.

Project initiator is Fredrik Samuelsson who studies men's fashion at Saint Martins College of Art and Design in London.

👁️ Fashion show Sunday 12 Aug. Related exhibition is open to the public 14 Aug to 9 Sept in Kulturhuset, floor 4, area Rum för barn.

[www.ungdesign.com](http://www.ungdesign.com)

### GULDKNAPPEN

👁️ The Swedish magazine *Damernas Värld's* yearly gala where a designer is awarded the prestigious price "Guldknappen". Arranged for more than 25 years. Tickets to the public event Tuesday 14 Aug can be ordered from the web-page.

[www.damernasvarld.se](http://www.damernasvarld.se)

### ÖÖS FEAT. LINA BODÉN

👁️ Exhibition with illustrations by Lina Bodén, 13 to 24 Aug at Öös, Svartensgatan 12, Mosebacke.

[www.oos.se](http://www.oos.se)

### DIZEL & SATE AT SVENSK FORM STOCKHOLM

👁️ Exhibition 15 Aug to 2 Sept at Svensk Form, located in Skepsholmen.

[www.svenskform.se](http://www.svenskform.se)

### ROOKIES & PLAYERS TEN TIMES ANNIVERSARY

👁️ The anniversary exhibition will be open to the public 18-28 Aug. in the lobby of the Nordic Light Hotel, Vasaplan 1.

[www.rookies.nu](http://www.rookies.nu)



THE PROJECT "UNGDESIGN"

# SFW – DESIGNER COLLECTIONS