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FASHION WEEK IN STOCKHOLM AUTUMN/WINTER 2015

Fashion Week in Stockholm came to a close on Wednesday with Lamija's acclaimed show. Lamija displayed advanced craftsmanship together with minimalistic, modern design. The fashion week's shows point promisingly towards a bright future and greater anticipation for SS16, which is planned for the last week of August.

Fashion Week in Stockholm has offered stunning autumn collections from around 30 brands and designers. The brands displayed a breadth stretching from minimalistic fashion to collections with more expressive designs.

The week's chilliest, but perhaps most spectacular show, came from Cheap Monday which offered its audience a brilliant outdoor fire show at Kungsträdgården. The show, which was open to the public, did not disappoint its audience. Ximon Lee was pronounced this year's winner of the H&M Design Award, BACK held an intimate presentation in the grand surroundings of the Royal Academy of Fine Arts, Filippa K Man gave an intimate presentation and Oscar Jacobson a well tailored "Dying Dandy" in beautiful locations.

ASFB works on expansion and growth for Swedish fashion brands and Fashion Week has an important role to play in attracting international buyers. Florence Campbell, buyer for NET-A-PORTER.COM, says,

- *"Swedish fashion is modern and innovative, but above all it is wearable. Fashion Week in Stockholm was full of fantastic shows which displayed unbelievable talent. Moreover, the styling we saw on the catwalk was unbeatable and eye-catchingly like the street-style fashion of Sweden. It is not surprising that the rest of the world is obsessed with the Scandinavian aesthetic."*

Fashion Week attracted a large group of Swedish, Norwegian and Danish press who all have a genuine interest in Swedish fashion. Among the international press Style.com, Esquire UK, Sunday Times UK, Vogue NL and VMagazine could be seen. On the front row sat celebrities such as Moa Gammel, Icona Pop, Loreen, Markus Krunegård, Li Nilsson, Vanessa Falk, Victoria Silvstedt, Marcus Samuelsson and others.

Fashion Week would like to thank its visitors and welcome everyone back in August 2015.

For general information about the week please visit: <http://www.fashionweek.se/>

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The main sponsors of Fashion Week are American Express, Berns and Toni & Guy Hair Meet Wardrobe. The Association of Swedish Fashion Brands (ASFB) and MEC are the joint organizers of Fashion Week, which has been established in order to increase knowledge about and facilitate the exporting of Swedish fashion. The Organizing Committee consists of representatives from MEC, Patriksson Communication, Bon, Peter Andersson Production, ASFB and Berns.