

FASHION WEEK IN STOCKHOLM SPRING SUMMER 2016 24 – 26 AUGUST

The official show schedule for the season is presented today

Scandinavia's most influential fashion arena, Fashion Week in Stockholm, proudly presents the official show schedule for Spring/Summer 2016. Sweden's most prominent designers and fashion brands will present next season's collections in and around the venerable Berns Salonger. The week will be opened on Monday the 24th of August by Ida Sjöstedt, followed by exciting newcomers such as Giorgi Rostiashvili, ATP Atelier and All Blues.

During three days in August, Fashion Week in Stockholm invites the Swedish and international press, buyers, industry professionals and the general public, to experience new trends from the best of Swedish fashion through inspiring shows, Fashion Talks, Fashion Night, parties, presentations and exhibitions. In line with previous years, we can also expect the best from the music and art scenes, when collaborating with fashion create surprising and inspiring synergies. We will also see several activities with a focus on sustainability from among others H&M Concious Foundation, ASFBs Fashion Talks and GLASA.

With Fashion Week in Stockholm as an instrumental platform we have seen countless young designers mature into the fashion industry and this season will be no exception. Giorgi Rostiashvili, honoured by Peroni Designer Collaborations this season and winner of ELLE:s and H&M:s newcomer prize earlier this year, makes his catwalk debut. Supporting young designers and stimulating the growth and development of the Swedish fashion industry is a vital part of the week and we are therefore excited to see the final year students from the Swedish School of Textiles present their graduation collections.

Other news to this season's line up is the jewellery duo All Blues, silversmith Holpp and the accessories brand ATP Atelier, who among others will be presenting their collections at Bukowskis Accessories and Jewellery Lounge. We welcome back Minimarket to the catwalk, showing, among others, seasoned designers such as Whyred, Ida Sjöstedt, Morris, House of Dagmar, Cheap Monday, Filippa K Wom and Man, Stylein, Carin Wester, Björn Borg, Maria Nilsson, J.Lindberg Women, Swedish Fashion Talents, By Malina, By the No, BACK, Mayla, Lamija and Edwin Trieu.

For the fashion loving public Fashion Night will once again be held in central Stockholm in the area of Bibliotekstan, Stureplan, Hamngatan and MOOD on the evening of Wednesday the 26th. By the No will be hosting an open show at NK and at two fashion shows from Berns will be live-streamed in Normalmstorg.

Press Conference	monday	24.08	kl 10.00	Berns
Accessories & Jewellery Lounge	tuesday	25.08	kl 15.00	Bukowskis
Fashion Talks	wednesday	26.08	kl 12.00	Bukowskis
Fashion Night	wednesday	26.08	kl. 17.00 – 22.00	Bibliotekstan, Stureplan, Hamngatan och MOOD
Live Streaming	wednesday	26.08	kl. 17.00 & 19.00	Normalmstorg

Sponsors to Fashion Week in Stockholm SS16 are AMEX, Berns, Zalando, SAS, Peroni, Oral B, Bukowskis och Pierre Robert.

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