

FASHION WEEK IN STOCKHOLM SS16

This season's Fashion Week in Stockholm closed on Wednesday with a sophisticated minimalistic show by Lamija in Stora Salongen at Berns. During three intense days Sweden's leading designers have presented their new collections for Spring/Summer 2016.

During three days visitors were inspired by 30 participating brands and designers. The week's perhaps biggest surprise was BACK's "No Show", while up and coming designers Lamija, STAND and Giorgi Rostiashvili made buzz with their personal and cutting edge designs. Björn Borg and Cheap Monday hosted two of the most spectacular productions and invited guests to non-traditional venues with grand scenographies, while Filippa K went for an artful approach with a circular catwalk around a huge floating white sphere at Bonnier Konsthall. Pop sensation Zara Larsson made her debut on the catwalk at Ida Klamborn, where she confidently showed off a bold red gown together with the other models. On the front rows you could spot Justin O'Shea, Pernille Teisbeak, Alicia Vikander, Giovanna Battaglia, Bea Åkerlund, Sofi Fahrman, Little Jinder, Robyn and Björn Borg, among many others.

For the first time Fashion Week in Stockholm was organised by the new owners the Association of Swedish Fashion Brands (ASFB) together with several new sponsors and partners. Emma Ohlson, Secretary-General at ASFB, summarizes the week:

- "I am very proud of this season's week with ASFB as the main organizer. I want to give special thanks to all participating designers, partners and sponsors who have made this week possible. Fashion Week in Stockholm has showcased the creative power of 30 of Sweden's leading designers, and at the same time raised the debate on financial support for both Swedish fashion brands and the week itself. Stockholm has buzzed with fashion and we have already new ideas on how to make Fashion Week in Stockholm even better. We look forward to working with everyone again in February 2016!"

The week began with an interesting talk with the Minister for Enterprise and Innovation, Mikael Damberg, where he pointed out that the fashion industry is one of Sweden's fastest growing export industries, and discussed the importance of Fashion Week in Stockholm from both a creative and business perspective. During the seminar Fashion Talks on the theme of water sustainability matters on innovation, processes and techniques were vividly discussed with a panel of leading companies and organisations within the field.

The next Fashion Week in Stockholm will be held in February 2016, when the week will celebrate it's 10 year anniversary.

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

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