

PROGRAMME FOR

# stockholm FASHIONweek

DESIGNER COLLECTIONS: 12-18 FEB 2007

## STOCKHOLM FASHION WEEK

The programme for Stockholm Fashion Week presents all the fashion designer shows, trade shows, trade sites and showrooms scheduled around the city. Activities that focus on the latest for the autumn/winter 07-08 seasons.

## WHERE TO GO

Many designers and businesses in central Stockholm will also 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 February 2007 include Stockholm Modecenter, which opens the doors to its new offices in Järla Sjö, and Stockholm International Fairs in Älvsjö with the brand-new "Style at Sthlm" fashion trade show as well as the parallel trade shows "Nordic Shoe & Bag Fair" and "Rookies & Players". Additional sites include "Bomullsbörsen" housed at Street in the borough of Hornstull, and the "+46 Trade" on Kungsholmen.

## 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).



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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+46 702 622 627

ACTIVITY	HOUR*	LOCATION, ADDRESS	CONTACT
<b>MONDAY 12 FEBRUARY</b>			
Odd Molly Monday, at last.	Press information and breakfast, 8-10	NK, Ljusgården, Hamngatan 18-20 (City)	Wictoria Hedman, Spalt PR • +46 8 667 05 21 wictoria@spaltpr.com www.oddmolly.com
Wivica Oest	Web fashion show at 15	www.wivicaoest.se	Web codes for show: EK PR • +46 8 667 22 06 • info@ekpr.com www.wivicaoest.se
Diana Orving	15- Fashion show starts at 15.30	Fashion Days at Berns, Berzelii Park (City)	Gunilla Gröbb, Jus • +46 8 611 98 00 • gunilla@jus.se www.dianaorving.com
Fröken Sterner	16- Fashion show starts at 16.30	Birger Jarlsgatan 18, 4 tr (City)	+46 707 174 407 • hej@frokensterner.se www.frokensterner.se
Carin Wester	19- Fashion show starts at 19.30	Fashion Days at Berns, Berzelii Park (City)	Lotta Lundquist, Ibeyo Pressagentur • +46 8 32 88 01 • lotta@ibeyo.se www.carinwester.com
Drottningen av Saba	20.30- Fashion show starts at 21.15	Bazoueira, Bondegatan 70 (Södermalm)	Jakob Landelius, Bazoueira • +46 8 644 14 22 • +46 708 619 011 • jakob@bazoueira.se www.drottningenavsaba.com
<b>TUESDAY 13 FEBRUARY</b>			
Lars Wallin	11.30- Lunch Fashion show starts at 12	Lars Wallin showroom, Sibyllegatan 19 (Östermalm)	Joakim Pettersson, RBK • +46 8 586 110 19 • +46 704 217 081 joakim.pettersson@r-b-k.se
Knitwear fashion show, Beckmans College of Design	13.30- Fashion show starts at 14 <i>Open to the public Tuesday at 16 and 18, Saturday at 13, 15, 17, Sunday at 13, 16, 17.</i>	Beckmans Designhögskola, Nybrogatan 8 (City/Östermalm)	Evelina Bratell • +46 709 506 559 • evelina.bratell@hotmail.com
Hope	16- Fashion show starts at 16.30	Fashion Days at Berns, Berzelii Park (City)	Sara Risberg, Patriksson Communication • +46 8 528 019 63 • +46 739 337 157 • sara@patrikssonpr.com www.hope-sthlm.com
Rickard Lindqvist	17- Fashion show starts at: 17 + 17.30 + 18 + 18.30	Birger Jarlsgatan 18, 4 tr (City)	Lotta Lundquist, Ibeyo Pressagentur +46 8 32 88 01 • lotta@ibeyo.se www.rickardlindqvist.se
House of Dagmar	17- Fashion show starts at 17.30	Fashion Days at Berns, China Teatern – entrance from Berns, Berzelii Park (City)	Karin Sjödin, BIC PR • +46 8 411 77 10 • +46 705 826 044 • press@bicpr.se www.houseofdagmar.com
Pour	19- Fashion show starts at 19.30	Fashion Days at Berns, Berzelii Park (City)	Gunilla Gröbb, Jus • +46 8 611 98 00 • gunilla@jus.se www.pour.se
+46 Select	Opening "You Wear it well" at 20. +46 Select fashion show starts at 21	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Martin Bundock • +46 8 692 62 62 • +46-704 283 717 • martin@awb.se Kristian Rajnai • +46 8 691 45 57 • kristian@plus46fashion.se www.plus46fashion.se

WEDNESDAY 14 FEBRUARY			
<b>+46 Trade</b> Trade show Wednesday-Thursday	Trade show open 10-18	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Martin Bundock • +46 8 692 62 62 • +46-704 283 717 • martin@awb.se Kristian Rajnai • +46 8 691 45 57 • kristian@plus46fashion.se <a href="http://www.plus46fashion.se">www.plus46fashion.se</a>
<b>Fift Avenue Shoe Repair</b>	13– Fashion show starts at 13.30	Fashion Days at Berns, Berzelii Park (City)	Emma Ohlson, Patriksson Communication • +46 8 528 005 90 • emma@patrikssonpr.com <a href="http://www.shoerepair.se">www.shoerepair.se</a>
<b>Minimarket</b>	14– Fashion show starts at 14.30	Fashion Days at Berns, China Teatern – entrance from Berns, Berzelii Park (City)	Paula Björk, Patriksson Communication • +46 8 528 005 90 • paula@patrikssonpr.com <a href="http://www.minimarket.se">www.minimarket.se</a>
<b>Ylva Liljefors</b>	15– Fashion show starts at 15.30	Kägelbanan, Mosebacke (Södermalm)	Thomas Hägg, Spalt PR • +46 8 667 05 21 • thomas@spaltpr.com <a href="http://www.ylvaliljefors.net">www.ylvaliljefors.net</a>
<b>Whyred</b>	16.30– Fashion show starts at 17	Fashion Days at Berns, Berzelii Park (City)	Sara Risberg, Patriksson Communication • +46 8 528 005 90 • sara@patrikssonpr.com <a href="http://www.whyred.com">www.whyred.com</a>
<b>Spread Fashion 13 – Mode Paus</b> Exhibition Wednesday-Saturday	Exhibition at 18 <i>Open to the public Wednesday-Saturday 9-18.</i>	Details in invitation.	Peppe Bergström, Hesselboms Universum • +46 8 440 53 70 • peppe@hesselboms.se
<b>So Last Season</b>	17.30– Fashion show starts at 18	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Olof Erlandsson • 0707-433 365 • info@olofe.se <a href="http://www.solastseason.co.uk">www.solastseason.co.uk</a>
<b>Camilla Norrback</b>	18.30– Fashion show starts at 19	Nordic Light Hotel, Vasaplan (City)	House of Communication • +46 8 22 30 10 • info@camillanorrback.com <a href="http://www.camillanorrback.com">www.camillanorrback.com</a>
<b>Nakkna</b>	20– Fashion show starts at 20.30	Fashion Days at Berns, Berzelii Park (City)	Lotta Lundquist, Ibeyo Pressagentur • +46 8 32 88 01 • lotta@ibeyo.se <a href="http://www.nakkna.com">www.nakkna.com</a>
THURSDAY 15 FEBRUARY <i>Continues on next page</i>			
<b>+46 Trade</b>	Trade show open 10-18	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Martin Bundock • +46 8 692 62 62 • +46-704 283 717 • martin@awb.se Kristian Rajnai • +46 8 691 45 57 • kristian@plus46fashion.se <a href="http://www.plus46fashion.se">www.plus46fashion.se</a>
<b>Bomullsbörsen</b> Trade show Thursday-Sunday	Trade show Thursday-Saturday open 10-20 Sunday at 10-16	Street, Hornstullsstrand 3 (Södermalm)	Johan Håman • +46 709 726 988 • johan@lester.se <a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
<b>Stockholm Modecenter</b> Trade show Monday-Sunday	Fashion shows: Tendens (fashion trend show) at 10.30 Fur & Lingerie at 11.30, Collections at 12 <i>Party at 19.30</i>	Järla Sjö (Nacka)	Nina Back-Sundström • +46 8 681 01 00 • press@modecenter.se <a href="http://www.modecenter.se">www.modecenter.se</a>
<b>Back by Ann-Sofie Back</b>	11– Fashion show starts at 11.30	Fashion Days at Berns, Berzelii Park (City)	Monica Olsen, Ibeyo Pressagentur • +46 8 32 88 01 • +46 708 943 213 • monica@ibeyo.se <a href="http://www.annsofieback.com">www.annsofieback.com</a>
<b>Pudel</b>	12– Fashion show starts at 12.30	+46, Kronobergsgatan 37 (Kungsholmen)	Lina Österman • +46 705 154 325 • lina@pudel.co.uk <a href="http://www.pudel.co.uk">www.pudel.co.uk</a>
<b>Style at Sthlm, Nordic Shoe &amp; Bag Fair and Rookies &amp; Players</b> Trade shows Thursday-Sunday	A joint press information at 13.00 <i>For more details about fashion shows, see below. Trade shows open 12-18</i>	Stockholm International Fairs (Älvsjö)	
<b>Style at Sthlm</b>	Fashion show starts at 13.30 Opening ceremony Fair Made at 14	Stockholm International Fairs (Älvsjö)	Lotta Signeul, Stockholmsmässan • +46 8 749 43 79 • +46 707 894 379 • lotta.signeul@stofair.se <a href="http://www.styelatsthlm.se">www.styelatsthlm.se</a>
<b>Nordic Shoe &amp; Bag Fair</b>	Fashion show starts at 14.30	Stockholm International Fairs (Älvsjö)	Caroline Duhs, Agenturföretagen • +46 8 411 00 22 • info@nordicshoeandbagfair.se <a href="http://www.nordicshoeandbagfair.se">www.nordicshoeandbagfair.se</a>
<b>Rookies &amp; Players</b>	Fashion show starts at 15	Stockholm International Fairs (Älvsjö)	Sara Lönnroth, Svenska Moderådet • +46 8 411 17 43 • rookies@moderadet.se <a href="http://www.rookies.nu">www.rookies.nu</a>
<b>Swedish School of Textiles, Borås Fashion Design 2 – KappAhl Design Award</b>	15.30– Fashion show and awards ceremony at 15.45	Stockholm International Fairs (Älvsjö)	Stefan Nilsson • +46 702 451 441 • stefan.nilsson@trendgruppen.se Monika Kostovska • +46 704 71 55 56 • monika.kostovska@kappahl.com

**THURSDAY 15 FEBRUARY** *Continued from previous page*

<b>Stray Boys</b>	14.30– Fashion show starts at 15	Fashion Days at Berns, Berzelii Park (City)	Thomas Hägg, Spalt PR • +46 8 667 05 21 • thomas@spaltpr.com <a href="http://www.strayboys.com">www.strayboys.com</a>
<b>Stylein</b>	15– Fashion show starts at 15.30	+46 Building, Kronobergsgatan 37 (Kungsholmen)	Magrina Kovac, Star PR • magrina.kovac@starpr.se <a href="http://www.stylein.se">www.stylein.se</a>
<b>Vagabond</b>	16– Fashion show starts at 16.30	Kägelbanan, Mosebacke (Södermalm)	Thomas Hägg, Spalt PR • +46 8 667 05 21 • thomas@spaltpr.com <a href="http://www.vagabond.com">www.vagabond.com</a>
<b>Blank</b>	17.30– Fashion show starts at 18	Ynglingagatan 16, 4tr (Vasastaden)	Ulrika Berglund, Patriksson Communication • +46 8 528 00 590 • +46 704 925 639 • ulrika@patrikssonpr.com <a href="http://www.blank.info">www.blank.info</a>
<b>NK STIL</b> Sneak preview magazine no 6	Between 18-20	Operakällarens veranda, Karl XII:s torg (City)	Maria Millqvist J:son Berg • +46 707 165 702 • maria@spoilconcept.se <a href="http://www.nk.se">www.nk.se</a>
<b>Göran Sundberg</b>	18.30– Fashion show starts at 19	Fashion Days at Berns, Berzelii Park (City)	Gunilla Gröbb, Jus • +46 8 611 98 00 • gunilla@jus.se <a href="http://www.goransundberg.com">www.goransundberg.com</a>
<b>Resteröds</b>	19.30– Fashion show starts at 20	Ljunggrens/Brunogallerian, Götgatan 36 (Södermalm)	Anna Snickars • +46 706 221 570 • anna.snickars@resterods.com <a href="http://www.resterods.com">www.resterods.com</a>
<b>My kind of people</b> Hegee (Hege Edvardsen), Sagalova (Saga Ekman), Manjou (Manjou Huhtamäki) and Leijon (Johanna Leijon)	Exhibition open 21-23 <i>Open to the public 23-01</i>	Metro, Götgatan 93 (Södermalm)	Manjou Huhtamäki • +46 736 140 155 • manjou@spray.se <a href="http://www.hege-e.com">www.hege-e.com</a> , <a href="http://www.sagalova.com">www.sagalova.com</a> , <a href="http://www.manjou.com">www.manjou.com</a>

**FRIDAY 16 FEBRUARY**

<b>Style at Sthlm, Nordic Shoe &amp; Bag Fair and Rookies &amp; Players</b>	Trade shows open 10-18	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 show open 10-20	Street, Hornstullsstrand 3 (Södermalm)	Johan Håman • +46 709 726 988 • johan@lester.se <a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
<b>Prêt by Prêt à Porter</b>	Fashion show starts at 18	Järla Sjö (Nacka)	Anneli Klingberg • +46 705 157 333 • anneli.klingberg@pretaporter.se <a href="http://www.pretaporter.se">www.pretaporter.se</a>
<b>STYLE AT STHLM Party by VICE</b>	22–	Details in invitation.	Mattias Carlsson, Vice • +46 739 567 846 • mattias@viceland.se Sanna Åkerlund Gebeyehu, producer Style at Sthlm • sanna.gebeyehu@stofair.se

**SATURDAY 17 FEBRUARY**

<b>Style at Sthlm, Nordic Shoe &amp; Bag Fair and Rookies &amp; Players</b>	Trade shows open 10-18	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 show open 10-20	Street, Hornstullsstrand 3 (Södermalm)	Johan Håman • +46 709 726 988 • johan@lester.se <a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
<b>Sportif</b> <b>¥OUR \$WEDEN £UXURY</b>	Fashion show starts at 20	Ljunggrens, Brunogallerian, (Södermalm)	Pelle Jansson • +46 8 411 12 13 • +46 707 130 369 • pelle.jansson@sportif.se <a href="http://www.sportif.se">www.sportif.se</a>
<b>Ornated Nostalgia by Herr and Fru Judiths</b>	Club & fashion show, open to the public Club open 21-01 Fashion show starts at 22	Hootchy Kootchy Club, Kägelbanan, Mosebacke (Södermalm)	Tickets can be ordered by Södra Teatern • +46 8 556 97 230 • info@sodrateatern.com <a href="http://www.sodrateatern.com">www.sodrateatern.com</a> More information: <a href="http://www.myspace.com/hootchykootchyclub">www.myspace.com/hootchykootchyclub</a>

**SUNDAY 18 FEBRUARY**

<b>Bomullsbörsen</b>	Trade show open 10-16	Street, Hornstullsstrand 3 (Södermalm)	Johan Håman • +46 709 726 988 • johan@lester.se <a href="http://www.bomullsborsen.se">www.bomullsborsen.se</a>
<b>Style at Sthlm, Nordic Shoe &amp; Bag Fair and Rookies &amp; Players</b>	Trade shows open 10-17	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>

\* 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.