

## PROGRAMME FOR



### STOCKHOLM FASHION WEEK

The programme for Stockholm Fashion Week presents fashion designer shows, trade fairs, trade sites and showrooms scheduled around the city. Activities that focus on the latest for the Autumn/Winter 2008-2009 season.

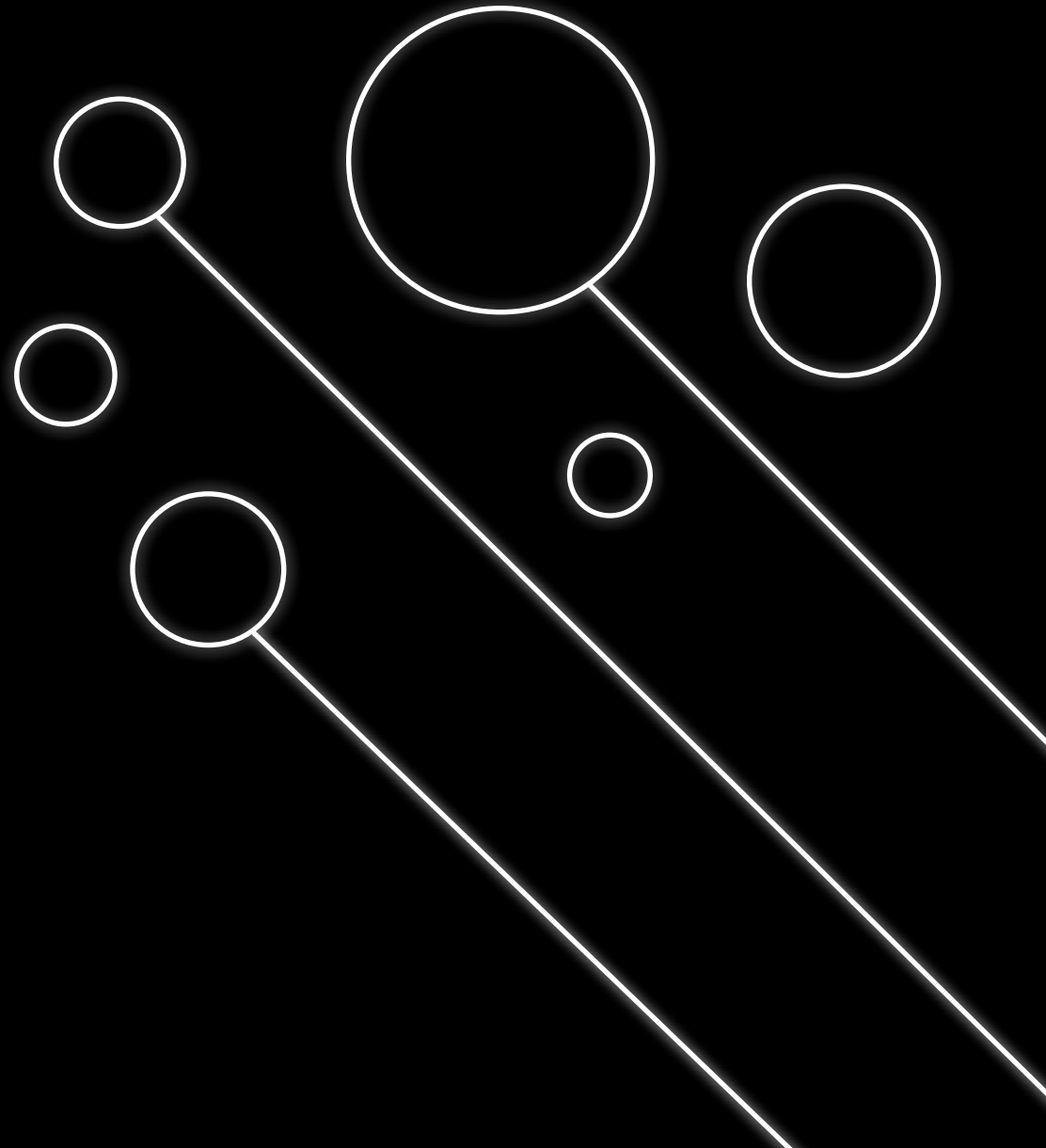
### MORE INFORMATION

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



ACTIVITY	HOURL*	LOCATION, ADDRESS	CONTACT
<b>WEEK 5</b>			
<b>MONDAY 28 JANUARY</b>			
<b>Opening ceremony Stockholm Fashion Week</b>	Press information/breakfast at 9.00-10.00 with trade minister Ewa Björling, Ola Toftegaard, TEKO, Ulf Berg, Exportrådet and Lotta Ahlvar, Svenska Moderådet.	In the lobby of Hotel Scandic Anglais, Humlegårdsgatan 23 (City)	Helena Mellström, Svenska Moderådet • +46 8 411 17 44, +46 702 62 26 27 • helena.mellstrom@moderadet.se
<b>Seven Sins by KIA Motors</b>	Exhibition <i>Seven images by Thomas Klementsson</i> <i>Open to the public Mon 28 January – Saturday 2</i>	Scandic Anglais, Sturegatan (City)	Hans Bylund • +46 708 64 44 47 • hans@berntzonbylund.se
<b>Ania Kuczynska and Bogna Hamryszczak</b>	Exhibition at 11.30-12.30 <i>Open to the public Monday 28 January – Sunday 3 February. Mon-Fri at 11-19, Sat-Sun at 11-16.</i>	So Stockholm, Kungsträdgården (City)	Magdalena Walz, Polska institutet • +46 733 85 33 14 • m.walz@polskainstitutet.se
<b>Acne</b>	12.30– Fashion show starts at 13.00	Berns, Berzelii Park (City)	Lotta Nilsson • +46 8 555 799 42 • lotta@acnejeans.com www.acnejeans.com
<b>Everday chic – shirts for mature men</b> Fashion project, Konstfack University College of Arts, Crafts and Design	Open to the press 13.00-17.00, exhibition at 18 <i>Open to the public Tuesday 29 January – Friday 1 February at 12-18, Saturday 2 February at 12-16.</i>	Regeringsgatan 19 (City)	Koji Akamatsu • +46 8 450 41 85 • kohji.akamatsu@konstfack.se Kumi Edström Kawaji • +46 705 34 16 44 • kumi@apparatfilm.se www.konstfack.se
<b>LiseLotte Westerlund</b>	14.00– Fashion show starts at 14.30	Berns, Berzelii Park (City)	Rossana Mariano, RMPR • +46 8 441 43 61, +46 707 56 00 66 rossana@rmp.se / www.liselottewesterlund.com
<b>Sandra Backlund</b>	15.00– Fashion show starts at 15.30	Berns, Berzelii Park (City)	Monica Olsen, Ibeyo • +46 8 32 88 01 • office@ibeyo.se www.sandrabacklund.com
<b>Carin Wester</b>	16.00– Fashion show starts at 16.30	Berns, Berzelii Park (City)	Malin Franzén • Patriksson C. • +46 8 528 005 90 • malin@patrikssonpr.com www.carinwester.com
<b>Rodebjer</b>	17.30– Fashion show starts at 18.00	Berns, Berzelii Park (City)	James Gillespie • +46 732 317 092 • james@rodebjer.com www.rodebjer.com
<b>Filippa K</b>	19.00– Fashion show starts at 20.00	Kungliga Operan, Guldfoajén, Gustav Adolfs Torg 2 (City)	Pär Zetterberg, Filippa K • +46 8 615 70 00 • par.zetterberg@filippa-k.se www.filippa-k.com
<b>TUESDAY 29 JANUARY</b>			
<b>Preview Fabrics &amp; Acc S/S 09</b>	Trade fair open 9.00-18.00 <i>Trade fair Tuesday 29 – Wednesday 30</i>	Factory, Nacka Strand	Eva Hiller • +46 8 411 00 22 • mail@agenturforetagen.se www.agenturforetagen.se
<b>Kosta Boda / Åsa Jungnelius</b>	Press show 16.00-19.00 with new fashion inspired collections Jackie and Make Up	Hallwiska palatset, (Norrmalmstorg)	Eva-Marie Hagström • +46 0703 00 56 24 • eva-marie.hagstrom@orrefors.se www.kostaboda.se
<b>Dagmar</b>	12.30– Fashion show starts at 13.00	Berns, Berzelii Park (City)	Marie-louise Arvidsson, BIC PR • +46 8 411 77 10 • ml@bicpr.se www.houseofdagmar.se
<b>Hope</b>	15.00– Fashion show starts at 15.30	Berns, Berzelii Park (City)	Sara Risberg, Patriksson C. • +46 8 528 005 90 • sara@patrikssonpr.com www.hope-sthlm.com
<b>Velour</b>	16.00– Fashion show starts at 16.30	Berns, Berzelii Park (City)	Paula Björk, Patriksson C. • +46 8 528 005 90 • paula@patrikssonpr.com www.velour.se
<b>Minimarket</b>	17.00– Fashion show starts at 17.30	Berns, Berzelii Park (City)	Paula Björk, Patriksson C. • +46 8 528 005 90 • paula@patrikssonpr.com www.minimarket.se
<b>Whyred</b>	18.30– Fashion show starts at 19.00	Galleri Brändström & Stene, Hudiksvallsg. 6 (Vasastaden)	Malin Franzén, Patriksson C. • +46 8 528 005 90 • malin@patrikssonpr.com www.whyred.com
<b>Polish Party/livemusic by Jacek Sierikiewicz</b>	20.00– <i>Open to the public</i>	So Stockholm, Kungsträdgården (City)	Magdalena Walz, Polska institutet / Maria Forssén, So Stockholm • +46 733 85 33 14 • m.walz@polskainstitutet.se, maria@sostockholm.com
<b>+46 Awards Fashion Show</b> <b>+46 Trade Press Opening</b>	20.00– Fashion show starts at 20.30	+46 Building, Kronobergsg. 37 (Kungsholmen)	Martin Bundock • +46 704 28 37 17 • martin@awb.se www.plus46fashion.se

ACTIVITY	HOUR*	LOCATION, ADDRESS	CONTACT
<b>WEDNESDAY 30 JANUARY</b>			
<b>Preview Fabrics &amp; Acc S/S 09</b>	Trade fair open 9.00-15.00	Factory, Nacka Strand	www.agenturforetagen.se
<b>+46</b>	Trade fair open 9.00-19.00 <i>Trade fair Wednesday 30 – Thursday 31</i>	+46 Building, Kronobergsg. 37 (Kungsholmen)	Kristian Rajnai • +46 736 10 40 80 • kristian@plus46fashion.se www.plus46fashion.se
<b>Luxottica Nordic</b>	Press show 10.00-16.00	Wetterling Gallery, Kungsträdgården 3 (City)	Maria Millqvist, Spoilconcept • +46 707 16 57 02 • maria@spoilconcept.se, Josefin Larsson, Spoilconcept • +46 708 15 82 15 • josefin@spoilconcept.se www.luxottica.com
<b>KappAhl – number One</b>	Presenting new collection <i>number One</i> , brunch 10.30-14.00	KappAhl showroom, HighTech building 9-11, floor 8 (City)	Erika Albansson • +46 704 70 59 29 • erika.albansson@kappahl.com Monika Kostovska • +46 31 771 55 56 • monika.kostovska@kappahl.com www.kappahl.com
<b>Jojo&amp;Malou</b>	12.00- Fashion show starts at 12.30	+46 Building, Kronobergsg. 37 (Kungsholmen)	Jenny Halonen • +46 739 46 03 97 • jenny@oddsagentur.se www.jojoandmalou.com
<b>Resteröds</b>	13.00- Fashion show starts at 13.30	Berns, Berzelii Park (City)	Mari-Linn Stenlund, Patriksson C. • +46 8 528 019 69 • marilinn@patrikssonpr.com www.resterods.com
<b>Rigetta Klint</b>	Showroom with cocktail 14.00-17.00	Rigetta Klint, Jakobstorg 3, 1st floor (City)	Malin Odelfelt • +46 707 72 02 88 • malin.odelfelt@rigettaklint.com www.rigettaklint.com
<b>Rickard Lindqvist</b>	14.00- Fashion show starts at 14.30	+46 Building, Kronobergsg. 37 (Kungsholmen)	Monica Olsen, Ibeyo • +46 8 32 88 01 • office@ibeyo.se www.rickardlindqvist.se
<b>Stylein</b>	15.00- Fashion show starts at 15.30	Berns, Berzelii Park (City)	Emma Lundskog, Star PR • +46 736 24 19 17 • emma.lundskog@starpr.se www.stylein.se
<b>Pudel</b>	15.30- Fashion show starts at 16.00	+46 Building, Kronobergsg. 37 (Kungsholmen)	Kalle Tollmar, ODD Projects • +46 707 58 65 35 • pudel@oddprojects.se www.pudel.co.uk
<b>Fifth Avenue Shoe Repair</b>	17.00- Fashion show starts at 17.30	Berns, Berzelii Park (City)	Anna-karin Sarri, Patriksson C. • +46 8 528 005 90 • anna-karin@patrikssonpr.com www.shoerepair.se
<b>Helena Hörstedt</b>	18.00- Fashion show starts at 18.30	Berns, Berzelii Park (City)	Paula Björk, Patriksson C. • +46 8 528 00 590 • paula@patrikssonpr.com www.helenahorstedt.com
<b>Bonnevier</b>	Fashion performance 18.00 and 19.30 <i>Public exhibition 28 Jan – 3 Feb, Mon-Tue at 11-17, Wed at 11-20, Sat-Sun at 12-16.</i>	Svensk Form Stockholm, Holmamiralens väg 2 (Skeppsholmen)	Kajsa Hernell, Svensk Form • +46 8 463 31 97, +46 708 77 88 09 • kajsa.hernell@svenskform.se / www.svenskform.se www.annabonnevier.com
<b>Crack the fashion nut</b> Masterstudents, Dep. of Textile, Konstfack University College of Arts, Crafts and Design	Exhibition 18.00-00.00 <i>Open to the public</i>	Landet, LM Ericssons väg 27 (Telefonplan)	Helena Hertov • +46 737 25 03 86 www.crackthefashionnut.se
<b>Hunkydory</b>	19.00- Fashion show starts at 19.30	Berns, Berzelii Park (City)	Désirée Maud, Prime PR/M2 • +46 733 55 06 65 • desiree.maud@primepr.se www.hunkydory.se
<b>You Wear It Well 2</b>	Festival of fashion short filmes 19.00-01.00 <i>Open to the public</i>	Allmänna Galleriet, Kronobergsgatan 37 (Kungsholmen)	Martin Bundock AWB, • +46 8 692 6271, +46 704 283 717 • martin@awb.se www.youwearitwell.tv
<b>Cheap Monday</b>	20.00- Fashion show starts at 20.30	Konserthuset (City)	Makoto Horisaki • +46 8 768 49 97 89 • makoto@weekday.se www.cheapmonday.com
<b>THURSDAY 31 JANUARY</b>			
<b>+46</b>	Trade fair open 9.00-19.00	+46 Building, Kronobergsgatan. 37	www.plus46fashion.se
<b>ABSOLUT MACHINES</b>	Premiere show 10.00-11.00	Restaurang Publik, PUB.03, PUB, 3rd Floor, Hötorget (City)	Rosen Guggenheimer, Jung • +46 704 53 47 59 • rosen@jungrelations.com www.absolutmachines.com
<b>Camilla Norrback</b>	11.30- Fashion show starts at 12.00	Berns, Berzelii Park (City)	Katarina Mannerström, House of Communication • + 46 8 22 30 10 • katarina@houseofcommunication.com / www.camillanorrback.com
<b>Ludic</b>	12.00- Fashion show starts at 12.30	+46 Building, Kronobergsg. 37 (Kungsholmen)	Kalle Tollmar, ODD Projects • +46 707 58 65 35 • ludic@oddprojects.se www.ludic.se
<b>Lars Wallin</b>	13.30- Fashion show starts at 14.00	Berns, Berzelii Park (City)	Joakim Pettersson, RBK • +46 8 586 110 08/00, +46 704 21 70 81 • joakim.pettersson@r-b-k.se / www.larswallin.com
<b>Permanent Vacation</b>	14.00- Fashion show starts at 14.30	+46 Building, Kronobergsg. 37 (Kungsholmen)	Kalle Tollmar, ODD Projects • +46 707 58 65 35 • pv@oddprojects.se www.permanentvacation.se
<b>Beckmans College of Design</b> Knitwear fashion show/Mode 2	14.30- Fashion show starts at 15.00	Berns, sal 3 "Arkaden", Berzelii Park (City)	Sofia Roth, Beckmans Designhögskola • +46 8 660 20 20, +46 733 86 69 69 • sofia@beckmans.se www.beckmans.se
<b>Sunday Sun</b>	15.30- Fashion show starts at 16.00	+46 Building, Kronobergsg. 37 (Kungsholmen)	Makoto Horisaki • +46 8 768 49 97 89 • makoto@weekday.se www.sundaysun.se

ACTIVITY	HOUR*	LOCATION, ADDRESS	CONTACT
<b>Ida Sjöstedt</b>	15.30– Fashion show starts at 16.00	Berns Berzelii Park (City)	Gunilla Gröbb, Jus • +46 8 611 98 00 • gunilla@jus.se www.idasjostedt.com
<b>Nakkna</b>	17.00– Fashion show starts at 17.30	Berns, Berzelii Park (City)	Monica Olsen, Ibeyo • +46 8 32 88 01 • office@ibeyo.se www.nakkna.com
<b>Sarabia</b>	17.30-21.00 Organic prosecco & exhibition	Sarabia Showroom, Blå Bodarna 2 (Slussen)	Filippa Smedhagen Sund • +46 8 411 93 38 • filippa@sarabia.se www.edunonline.com, www.kuyichi.com, www.misionmisericordia.com, www.snobdesign.com and www.stewartbrown.com
<b>Rookies &amp; Players</b>	17.45– Fashion show starts at 18.15	Scandic Anglais, Biblioteksgatan 32 (City)	Sanna Gebeyehu • +46 733 84 46 03 • sanna@moderatet.se www.rookies.nu
<b>Boutique Fräsh</b>	17.45– Fashion show starts at 18.30	Scandic Anglais, Biblioteksgatan 32 (City)	Lina Åkerlund • +46 709 26 45 11 • lina@boutiquefrash.com Jons Wiehager • +46 8 411 12 13 • jonas@boutiquefrash.com www.boutiquefrash.se/www.boutiquefrash.com
<b>KIA pro_ cee'd installation "Seven Sins @ rookies"</b>	Exhibition 17.45-22.00 (open Thursday-Saturday)	Rookies & Players, Scandic Anglais, Humlegårdsgatan (City)	Hans Bylund • +46 708 64 44 47 • hans@berntzonbylund.se
<b>Björn Borg</b>	18.30– Fashion show starts at 19.00	Berns, Berzelii Park (City)	Louise Sondlo, Jung • +46 704 08 22 65 • louise@jungrelations.com www.bjornborgwhite.com
<b>Lexington Clothing Co.</b>	Opening 19.15 Lexington Flagship Store Fashion show starts at 20.00	Birger Jarlgatan 25 (City)	Emilie Carmén • +46 8 442 84 94 • emilie@presskontakterna.se www.lexingtonclothing.com
<b>ABSOLUT MACHINES</b>	Launch party 19.30-21.30	Restaurang Publik, PUB.03, PUB, 3rd Floor, Hötorget (City)	Rosen Guggenheimer, Jung • +46 704 53 47 59 • rosen@jungrelations.com www.absolutmachines.com
<b>Pecha Kucha by Rookies &amp; Players, Svensk Form and Boutique Fräsh</b>	19.30– Presentation 20.20-22.30	Scandic Anglais, Biblioteksg. 32 (City)	Sanna Gebeyehu • +46 733 84 46 03 • sanna@moderatet.se
<b>The Local Firm</b>	20.00– Fashion show starts at 20.30	Berns, Berzelii Park (City)	Gunilla Grubb, Jus • +46 8 611 98 00 • gunilla@jus.se www.thelocalfirm.com
<b>+46 Closing Party</b>	22.00-03.00	Nordic Light Hotel, Vasaplan 1 (City)	Kalle Tollmar, ODD Projects • kalle@oddprojects.se
<b>FRIDAY 1 FEBRUARY</b>			
<b>Italigente</b>	Press show/breakfast 9.00-10.30	Café Milano, Kungsträdgårdsgatan 18 (City)	Emma Lundskog, Star PR • +46 736 24 19 17 • emma.lundskog@starpr.se www.italigente.com
<b>Rookies &amp; Players</b>	Trade fair open 10.00-20.00 <i>Trade fair Friday 1 – Saturday 2</i>	Scandic Anglais, Humlegårdsg. 23 (City)	www.rookies.nu
<b>Boutique Fräsh</b>	Trade fair open 10.00-20.00 <i>Trade fair Friday 1 – Saturday 2</i>	Scandic Anglais, Humlegårdsg. 23 (City)	www.boutiquefrash.se / www.boutiquefrash.com
<b>Seika Lee</b>	Showroom collection no 1 at 10.00-18.00 (and Saturday 2 February at 10-14). By appointment.	Galerie Pascale Cottard Olsson, Humlegårdsgatan 15 (City)	Seika Lee • +46 733 24 82 32 • seikalee@gmail.com www.seikalee.com (launch week 5)
<b>Inköpsmässan för Smycken &amp; Klockor/ The Jewellery and Watches Trade Fair</b>	Press/trend information at 12.00 with lunch (a reserved bus leaves Cityterminalen at 11.20) Trade fair open 9.30-18.00 <i>Trade fair Friday 1 – Sunday 3</i>	Scandic Infra City, Kanalvägen 10 (Upplands Väsby)	Sara Rönne, OffPist Management AB • +46 708 10 94 30 • sara.ronne@offpistmanagement.se www.smyckenklockor.se
<b>Fashion shows at Rookies &amp; Players</b>	14.00 Matilda Wendelboe 16.00 During 17.00 Patouf	Scandic Anglais, Humlegårdsg. 23 (City)	www.matildawendelboe.se www.during-sthlm.com www.patouf.se
<b>Showdown</b> Bachelor degree 2 och 3, Textile, Konstfack University College of Arts, Crafts and Design	Fashion shows starts at 16.00 and 18.00	Kulturhuset, 3rd floor, Sergels Torg (City)	Matilda Bauer Barsby • +46 707 36 00 12 • showdown@konstfack.se www.wolff-wear.se/showdown / www.konstfack.se / www.kulturhuset.se
<b>Dizel &amp; Sate</b>	Dizel&Sate pre-view of suite 809, t-shirt collection and cocktail 17.00-22.00	Scandic Anglais, Humlegårdsgatan 23, suit 809 (City)	Ozkar Hamberg, Starstruck PR • +46 703 98 56 59 • ozkar@starstruckpr.se www.dizelsate.com
<b>Elle-Galan</b>	Evening event	Grand Hôtel	David Amberton, Mikael Bindefeld AB • + 46 8 667 67 00 • david@bindefeldab.se
<b>SATUDAY 2 FEBRUARY</b>			
<b>Inköpsmässan för Smycken &amp; Klockor</b>	Trade fair open 9.30-18.00	Scandic Infra City, Kanalväg. 10 (U.Väsby)	www.smyckenklockor.se
<b>Rookies &amp; Players</b>	Trade fair open 10.00-20.00	Scandic Anglais, Humlegårdsg. 23 (City)	www.rookies.nu
<b>Boutique Fräsh</b>	Trade fair open 10.00-20.00	Scandic Anglais, Humlegårdsg. 23 (City)	www.boutiquefrash.se/www.boutiquefrash.com
<b>Showdown</b> University College of Arts, Crafts and Design	Exhibition down garments with Konstfack <i>Open to the public 11.00-18.00</i>	Kulturhuset, 3rd floor, Sergels Torg (City)	Matilda Bauer Barsby • +46 707 36 00 12 • showdown@konstfack.se www.wolff-wear.se/showdown / www.konstfack.se / www.kulturhuset.se

ACTIVITY	HOUR*	LOCATION, ADDRESS	CONTACT
<b>Fashion shows at Rookies &amp; Players</b>	13.00 Linda Lej (children) 14.00 MO'CYCLE 16.00 Urban Buzz 17.00 Dirigo	Scandic Anglais, Humlegårdsg. 23 (City)	www.lindalej.com www.mocyclejeans.com www.urban-buzz.com www.dirigo-fashion.com
<b>Rookies/Vice party</b>	22.00-03.00	Details in invitation	Martin Bundock • martin@viceland.se
<b>SUNDAY 3 FEBRUARY</b>			
<b>Inköpsmässan för Smycken &amp; Klockor</b>	Trade fair open 9.30-16.00	Scandic Infra City, Kanalväg. 10 (U.Väsby)	www.smyckenklockor.se
<b>WEEK 7 MONDAY 11 FEBRUARY</b>			
<b>Velour</b>	Showroom 08.00-17.00. By appointment only. <i>Showroom Monday 11 – Saturday 16</i>	Nordic Light, Vasaplan 1 (City)	Linnéa Mäarak • +46 707 76 71 79 • linnea@velour.se www.velour.se
<b>Stockholm Modecenter</b>	Trade fair open 09.00-18.00 <i>Trade fair Monday 11 – Sunday 17</i>	Järla Sjö (Nacka)	www.modecenter.se
<b>Diana Orving</b> 'Mode på Scen' – av Volt project by Elverket	Show starts at 13.00 <i>Open to the public, free tickets available 1 hour before the show starts..</i>	Elverket, Linnégatan 69 (Östermalm)	Diana Orving: Gunilla Grübb, Jus • +46 8 611 98 00 Elverket: Helena Seth, • +46 8 534 888 72 • helen.seth@dramaten.se www.dianaorving.com
<b>Lund+Berg</b>	16.00– Fashion show starts at 16.30	Armémuseum, Riddargatan 13 (Östermalm)	Fredrik Robertsson, Pretto PR • +46 8 502 290 96, +46 703 33 78 38 • fredrik@pretto-online.com www.lundplusberg.com
<b>TUESDAY 12 FEBRUARY</b>			
<b>Stockholm Modecenter</b>	Trade fair open 09.00-18.00	Järla Sjö (Nacka)	www.modecenter.se
<b>Rookies &amp; Players part 2</b>	Trade fair open 09.00-18.00 <i>Trade fair Tuesday 12 – Sunday 17</i>	Läderfabriken, Järla Sjö (Nacka)	www.rookies.nu
<b>The MINI Collection</b>	18.00- Fashion show starts at 18.30	Parkeringsgaraget, Mornington Hotell, Nybrogatan 53 (City)	Johan Pettersson, Hesselboms Universum • +46 734 22 14 05 johan@hesselbom.se
<b>Diana Orving</b> 'Mode på Scen' – av Volt project by Elverket	Show starts at 19.00 <i>Open to the public, free tickets available 1 hour before the show starts.</i>	Elverket, Linnégatan 69 (Östermalm)	Diana Orving: Gunilla Grübb, Jus • +46 8 611 98 00 Elverket: Helena Seth, • +46 8 534 888 72 • helen.seth@dramaten.se www.dianaorving.com
<b>WEDNESDAY 13 FEBRUARY</b>			
<b>Stockholm Modecenter</b>	Trade fair open 09.00-18.00	Järla Sjö (Nacka)	www.modecenter.se
<b>Rookies &amp; Players part 2</b>	Trade fair open 09.00-18.00	Läderfabriken, Järla Sjö (Nacka)	www.rookies.nu
<b>Spread Fashion 14 - The Magazine</b>	Exhibition and cocktail 18.00-20.00	Arkitektkopia, Lindhagensgatan 76 (Kungsholmen)	Peppe Bergström, Hesselbom Universum • +46 708 44 07 97 peppe@hesselbom.se
<b>Calida &amp; Aubade</b>	19.00- Fashion show starts at 19.45	Konserthuset, Grünewaldsalen, Kungsgatan 43 (City)	Linn Ajland, nonstop agenturer • linn@nonstopagenturer.se • +46 707 32 74 58 www.nonstopagenturer.se
<b>THURSDAY 14 FEBRUARY</b>			
<b>Stockholm Modecenter</b>	14.30– Fashion show starts at 15.00 Trade fair open 09.00-18.00	Järla Sjö (Nacka)	Nina Back-Sundström • +46 8 681 01 00 • press@modecenter.se www.modecenter.se
<b>Rookies &amp; Players part 2</b>	Trade fair open 09.00-18.00	Läderfabriken, Järla Sjö (Nacka)	www.rookies.nu
<b>Bomullsbörsen</b>	Trade fair open 10.00-19.00 <i>Trade fair Thursday 14 – Sunday 17</i>	Street, Hornstull Strand 9 (Södermalm)	Johan Häman • +46 709 72 69 88 • johan@lester.se www.bomullsborsen.se
<b>FRIDAY 15 FEBRUARY</b>			
<b>Nordic Shoe &amp; Bag Fair</b>	Press show/breakfast 09.00-10.30 with trend summary, fashion show and High Heel School. <i>Trade fair Friday 15 – Sunday 17</i>	Stockholm International Fairs (Ålvsjö)	Eva Hiller • +46 8 411 00 22 • info@nordicshoeandbagfair.se www.nordicshoeandbagfair.se
<b>Stockholm Modecenter</b>	Trade fair open 09.00-18.00	Järla Sjö (Nacka)	www.modecenter.se
<b>Rookies &amp; Players part 2</b>	Trade fair open 09.00-18.00	Läderfabriken, Järla Sjö (Nacka)	www.rookies.nu
<b>Bomullsbörsen</b>	Trade fair open 10.00-19.00	Street, Hornstull Strand 9 (Södermalm)	www.bomullsborsen.se

ACTIVITY	HOUR*	LOCATION, ADDRESS	CONTACT
<b>Mori &amp; Mimosa</b>	Store opening with afternoon cocktail 15.00-19.00	mori&mimosa, Högalidsgatan 34A (Hornstull, Södermalm)	Christina Wemming • +46 708 52 09 60 • info@morimimosa.com www.morimimosa.se
<b>Modebutikerna fashion party</b>	20.00– <i>Tickets available at, www.modebutikerna.se, or contact Fredrik Broman</i>	Nalen, Regeringsgatan 74 (City)	Fredrik Broman, Modebutikerna • +46 706 47 00 22
<b>SATURDAY 16 FEBRUARY</b>			
<b>Stockholm Modecenter</b>	<b>Trade fair open 09.00-18.00</b>	Järla Sjö (Nacka)	www.modecenter.se
<b>Rookies &amp; Players part 2</b>	Trade fair open 09.00-18.00	Läderfabriken, Järla Sjö (Nacka)	www.rookies.nu
<b>Nordic Shoe &amp; Bag Fair</b>	Trade fair open 09.00-18.00	Stockholm International Fairs (Ålvsjö)	www.nordicshoeandbagfair.se
<b>Bomullsbörsen</b>	Trade fair open 10.00-19.00	Street, Hornstull Strand 9 (Södermalm)	www.bomullsborsen.se
<b>'Belle de Jour', Hootchy Kootchy Club</b>	Burlesque night club at 21.00 Instant Fashion competition starts at 22.30 <i>Open to the public</i>	Södra Teatern, Kägelbanan (Södermalm)	Tickets available at the club or pre-order www.sodrateatern.com (140 SEK). More information: www.myspace.com/hootchykootchyclub
<b>SUNDAY 17 FEBRUARY</b>			
<b>Stockholm Modecenter</b>	<b>Trade fair open 09.00-17.00</b>	Järla Sjö (Nacka)	www.modecenter.se
<b>Rookies &amp; Players part 2</b>	Trade fair open 09.00-17.00	Läderfabriken, Järla Sjö (Nacka)	www.rookies.nu
<b>Nordic Shoe &amp; Bag Fair</b>	Trade fair open 09.00-16.00	Stockholm International Fairs (Ålvsjö)	www.nordicshoeandbagfair.se
<b>Bomullsbörsen</b>	Trade fair open 09.00-16.00	Street, Hornstull Strand 9 (Södermalm)	www.bomullsborsen.se

\* 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.