

FIVE NOMINATIONS FOR "ROOKIES OF THE YEAR, 2011" AWARD

In november 2010, a jury appointed twelve candidates for this year's edition of Rookies. Out of these twelve, five were nominated for "Rookies of the Year 2011".

The five nominees for "Rookies of the Year" were presented in connection to Lena Adelsohn Liljeroth's inauguration of Rookies Showroom February 11. The winner of "Rookies of the Year" will be announced during Stockholm Fashion Week August 8-14 2011. The long nomination period is a foundation to see how the brand develops further during the year.

Rookies candidates 2011: A.L.L. AnnLouise Landelius (Gothenburg), altewai.saome (Malmö), Erik Bjerkesjö (Stockholm), Granfors (Stockholm), I started something I couldnt finish (Stockholm), Josefin Strid (Borås), Karin Malm (Stockholm), Mika Modiggård (Stockholm), Obscur (Helsingborg), Tangled Garment (Borås, Unwind Clothing (Stockholm), Wieselblad (Stockholm).

When selecting the candidates the jury assesses the degree of fashion, design quality, product quality and business idea/business practice. In the nomination process for "Rookies of the Year 2011" the jury has also looked at the creative expression and the personality behind the brand.

The five nominees for "Rookies of the Year 2011":
Erik Bjerkesjö (Stockholm), designer Erik Bjerkesjö
Granfors (Stockholm), designer Tommy Granfors
Josefin Strid (Borås), designer Josefin Strid
Karin Malm (Stockholm), designer Karin Malm
Obscur (Helsingborg), designer Richard Söderberg

Motivation: "The five nominees represent the same number of completely different design concepts but they all have in common that they have a very interesting brand. In a tougher competition than before, these are the brands that either have the best creative expression, the most entrepreneurial talent or the best conditions for establishment on the Swedish and international fashion markets. The jury is looking forward to following the five nominees in the spring, until the winner of "Rookies of the Year 2011" is appointed during Fashion Week in August."



Rookies structure and purpose: Rookies is run by the Swedish Fashion Council since 2005 and is a fashion scene and a forum with a purpose to support smaller fashion companies in their establishment. This is done through different projects, networks and activities.

Earlier winners of the title "Rookies of the Year" are the fashion brand Dagmar (2005), the jewelry company Dada's Diamonds (2006), fashion brand van Deurs (2007), Uniforms of the Dedicated (2008), Patouf (2009) and Ida Pyk (2010). "Rookies of the Year 2011" is addressed through a scholarship of 20 000 SEK from Svensk Handel STIL, the prize "Black Panther designed by Åsa for Kosta Boda, an ad in fashion magazine DV Mode, a voucher for 10 000 SEK to the printing of lookbooks from Digaloo and an exhibition in the shop Aplace at Brunogallerian. In addition, the winner also gets to create a collection for La Redoute.

Rookies' expert jury for the selection of candidates 2011: Margareta van den Bosch - Hennes & Mauritz, Ulrika Nilsson - JUS, Johan Magnusson - fashion editor and writer, Anna Nortenius - Tjallamalla, Göran Sundberg - Beckmans School of Design, Marianne Randolph - RANDOLPH Stockholm, Karolina Skande - fashion writer, Thomas Hägg - Thomas Hägg PR & Communication. When selecting the five nominees, Kristin Ström (La Redoute) is also involved. In the final round, for the appointment of "Rookies of the Year", Maria Sandow (Svensk Handel STIL) is also involved.

For specific questions, please contact:
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Rookies sponsors 2011: Digaloo, Bromma Blocks. Our gratitude to SEAT for the sponsoring of Rookies Showroom February 11-12.



A.L.L.
2009, Göteborg. Bags
and accessories,
women. Designer Ann-
Louise Landelius (-79).

www.annlouiselandelius.com



altewai.saome
2010, Malmö.
Womenswear. Designer
Natalia Altewai (-85)
och Randa Saome (-85).

www.altewaisaome.com



Erik Bjerkesjö
2010, Stockholm.
Shoes, unisex.
Designer Erik Bjerkesjö
(-82).

www.erikbjerkesjo.com

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GRANFORS
2009, Stockholm.
Womenswear.
Designer Tommy
Granfors (-81).

www.tommygranfors.com

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FOR "ROOKIES OF THE
YEAR AWARD 2011"**



**I started something I
couldnt finish**
2009, Stockholm.
Womenswear. Designer
Johanna Ahlén (-84)
och Linda Nyberg (-86).

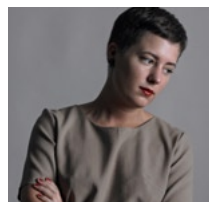
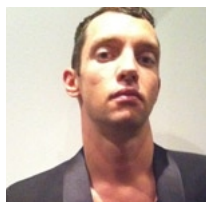
www.istartedsomethingi-couldntfinish.com



Josefin Strid
2008, Borås.
Womens- and
menswear.
Designer Josefin Strid.

www.josefinstrid.com

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Karin Malm
2010, Stockholm.
Womenswear.
Designer Karin Malm
(-79).

www.karinmalm.co.uk

*ONE OF FIVE NOMINEES
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Mika Modiggård
2010, Stockholm.
Womenswear.
Designer Mika
Modiggård (-87).

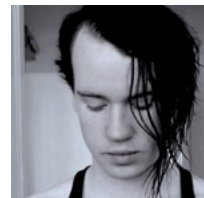
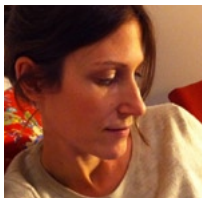
www.mikamodiggard.com



Obscur
2009, Helsingborg.
Menswear.
Designer Richard
Söderberg (-85).

www.obscur.se

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Tangled Garment
2010, Borås.
Menswear.
Designer Erik Tillkvist
(-84).

www.tangled-garment.com



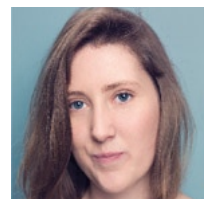
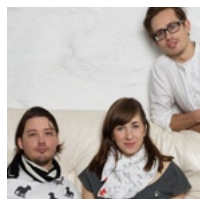
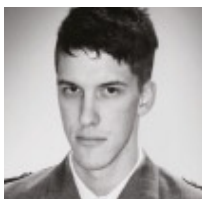
Unwind Clothing
2009, Stockholm.
Womens- and
menswear.
Karl Rogler (-80) och
designer Carl Sjögren
(-81) och Melina
Grundel (-81).

www.unwindclothing.com



Wieselblad
2008, Stockholm.
Womenswear.
Designer Annika
Wieselblad (-83).

www.wieselblad.com



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