

TWELVE BRANDS READY FOR ROOKIES 2012

Each year Rookies jury chooses twelve designers that appears in different ways over the year, and they are also candidates to the title Rookie of the Year. After an application period and juryprocess the twelve has finally been selected for 2012 years edition.

Twelve new fashion brands gets the opportunity to participate in the Swedish Fashion Councils project Rookies. They appear in different ways during the year of 2012, in show-rooms, exhibitions, fashion shows and more.

Twelve candidates for Rookies 2012 are selected after an application period and jury process. Rookies candidates of 2012:

Alice Fine (Stockholm), www.alicefine.com
Bedazzled (Stockholm/Berlin), www.bedazzledjewelry.se
C Kummelstedt (Helsingborg), www.ckummelstedt.com
Fadi El Khoury Couture (Stockholm), www.fadielkhoury.com
Ida Johansson (Stockholm/Barcelona), www.idajohansson.com
Johanna Pihl (Stockholm), www.johannapihl.com
Lobra (Kalmar), www.lobra.se
Marika Smith (Stockholm), www.marikasmith.se
Maska (Gothenburg), www.maskaknits.com
Scho Collection (Stockholm), www.schocollection.com
Stutterheim (Stockholm), www.stutterheim.se
Voluptuous Morality (Stockholm), www.voluptuousmorality.com

See presentations of the brands on page 2-3

Rookies expert jury for the selection 2012:

Margareta van den Bosch, Hennes & Mauritz
Thomas Hägg, Thomas Hägg PR & Communication
Sara Lönnroth, Transit Kulturinkubator
Johan Magnusson, fashion editor and writer
Ulrika Nilsson, JUS
Robert Nordberg, Damernas Värld
Anna Nortenius, Tjallamalla
Marianne Randolph, RANDOLPH Stockholm
Göran Sundberg, Beckmans School of Design
Chairman of the jury: Helena Mellström, Swedish Fashion Council



FOTO KATINKA IGEIBERG

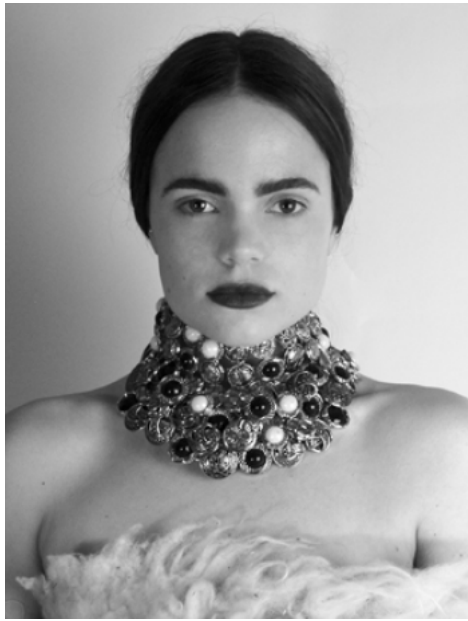
A non-profit project run since 2005 by the Swedish Fashion Council with the ambition to support and promote the establishment of new fashion brands and designers in Sweden and abroad. Twelve new Rookies were chosen by the Jury to participate in new projects 2011. Five of them were nominated in February during Stockholm Fashion Week for the Rookies of the Year 2011 title. The award and ceremony will take place in August the same year. Earlier winners of the award Rookie of the Year has been: Dagmar (2005), Dada's Diamonds (2006) Van Deurs (2007), Uniforms for the dedicated (2008), patouf (2009), Ida Pyk (2010) and Obscur (2011).

Chairman of the jury and Rookies contact:
Helena Mellström, Marketing Manager of the Swedish Fashion Council
helena@moderadet.se, +46 (0)702 62 26 27



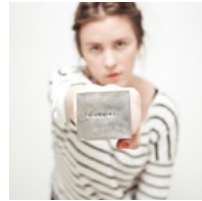
Alice Fine
2010, Stockholm.
Womens wear and accessories. Designer Karin Bjurström (-82).

www.alicefine.com



Bedazzled
2011, Stockholm/Berlin.
Jewelry. Designer Jennie Rhönnsdahl (-89).

www.bedazzledjewelry.se



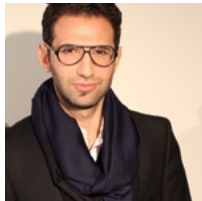
C Kummelstedt
2011, Helsingborg.
Women/mens wear. Designer Caroline Kummelstedt (-90).

www.ckummelstedt.com



Fadi El Khoury Couture
2011, Stockholm.
Womens wear. Designer Fadi El Khoury (-80).

www.fadielkhoury.com



Ida Johansson
2010, Stockholm/Barcelona.
Womens wear and accessories. Designer Ida Johansson (-83).

www.idajohansson.com



Johanna Pihl
2011, Stockholm.
Womens wear. Designer Johanna Pihl (-83).

www.johannapihl.com

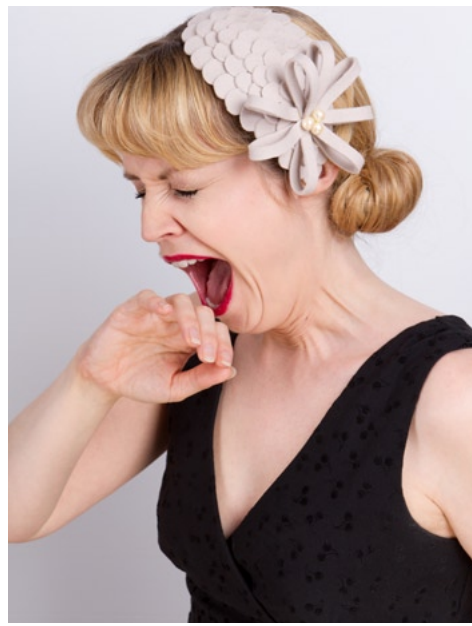
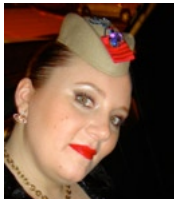


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Lobra
2011, Kalmar.
Womens shoes and accessories. Designer Louise Bramstedt (-77).

www.lobra.se



Marika Smith
2009, Stockholm.
Womens hats and hair accessories. Designer Marika Smith (-83).

www.marikasmith.se



Maska
2010, Göteborg.
Womens wear.
Design Lisa Leiерth (-81), production Maria Svensson (-77).

www.maskaknits.com



Scho Collection
2010, Stockholm.
Womens wear.
Designer Susanne Johansson (-69).

www.schocollection.com



Stutterheim
2010, Stockholm.
Rainrelated clothes, boots and accessories.
Designer Alexander Stutterheim (-71).

www.stutterheim.se



Voluptuous Morality
2011, Stockholm.
Women/mens wear.
Designer Ann Bonander Looft (-62).
Anna Bromberg Sehlberg (-69), marknad.

www.voluptuousmorality.com



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