







WOMEN'S ACCESSORIES

For Spring/Summer 2018 the Tiger of Sweden Women's accessories put focus on the seasonal colours; The palette is subtle and muted to complement RTW's sharp and cool colours: pairing the grey and cold tones with the signature black and the seasonal muted forest green in both leather and suede, as well as using dusty desert pink tones and crispy light blues.

A new line of bags with soft, round lines made in smooth calfskin is added to the collection for a more relaxed and drapey feeling. The voluminous silhouettes in the womenswear collection are translated into boxy structured leather bags, and the curved lines of the sculptural tailoring are transformed into signature pieces of hardware, like a D-ring with a sculptural expression. The hardware is used as embellishment for the minimalistic bags.

For the footwear collection, soft summer suedes and vacchetta leathers are used to give the shoes a luxurious expression. As a contrast to the leather and suede, traditional tailoring materials appear on a summer sandal in checkered wool and on a pair of slippers in a striped wool.

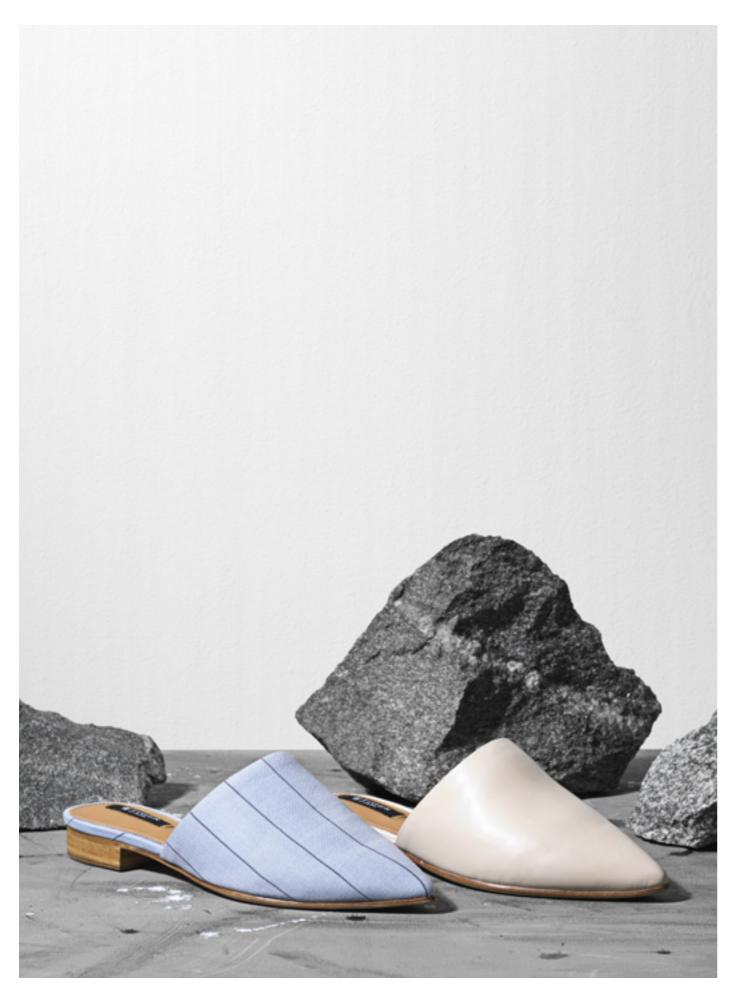
Both fabrics are taken from the womenswear collection. The slip-ins are key for the season and come in three different variations; a slip-in mule with a marble effect heel, a classic slipper and a pair of slip-in sneakers.





LOOK 1
HEELS COLYTON U60269024_050

LOOK 2BAG APPLEBY U64300012_050







LOOK 4

BAG KENILWORTH U53270175_01M BAG FAREHAM U53270178_01M WALLET ELISA U53270179_01M





WALLET EDGAL U62380085_01R BAG EDITA U62380079_01R WALLET RENAL U62380084_01R



LOOK 6

HEELS CLEO S U64359001_4H5







LOOK 8 SANDALS FORDING V U64965001_08R





WALLET ELISA U53270179_01M WALLET MALVERN U53270181_01M WALLET TIPTON U53270180_01M



LOOK 10

SNEAKERS CREWE U58900036_050 ASNEAKERS YVELLE S U62516033_01R

MEN'S ACCESSORIES

For Spring/Summer 2018 Tiger of Sweden Men's accessories focuses on a minimalistic yet bold expression. Timeless cuts, clean Scandinavian lines and with raw details spun from Swedish craft tradition.

The language of the bag collection adopts a more elongated silhouette with flared lines. The new proportions are explored in versatile products that can be worn in different ways dependent on use. Heavy stitch detailing with roots in Swedish Craft tradition adorns pared back pieces to give an updated look to core clean Scandinavian lines. The continued desire to place premium materials at center stage results in simple constructions with carefully considered details.

The formal bags are given a more contemporary lift with bold matte hardware against smooth flat leathers and a structured stiff feeling, while the casual bags bring a more slouched expression with warmer materials and weathered hardware finishes.

The shoe collection brings new life to classic styles and shapes through deconstruction and soft, structured suede and leathers, both in formal shoes and the casual sneakers. The colour palette embraces the spring season with pale greys and washed blues accented with a fresh dusty pink.

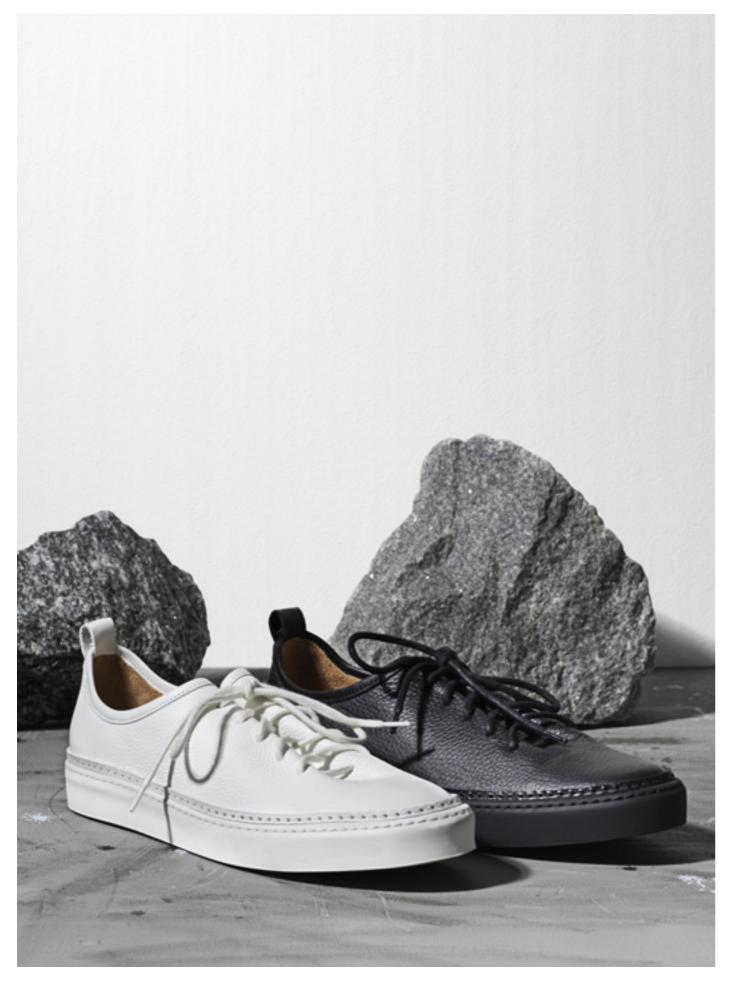
"We brought a more aggressive straight cut toe to the dressed oxford, deconstructed the derby with an unlined raw vachetta leather giving it a new lighter spring feeling. We highlighted the fine craftsmanship in the collection with bold contrast stitching details on suede uppers that gives everything a more worked look, details spun from old native Swedish craft tradition. For the Sneakers, we have worked with a lot with depth through rougher tumbled suedes." Edward Longden, Designer Tiger of Sweden Men's Accessories.







LOOK 2SHOE BARE U64352001_050





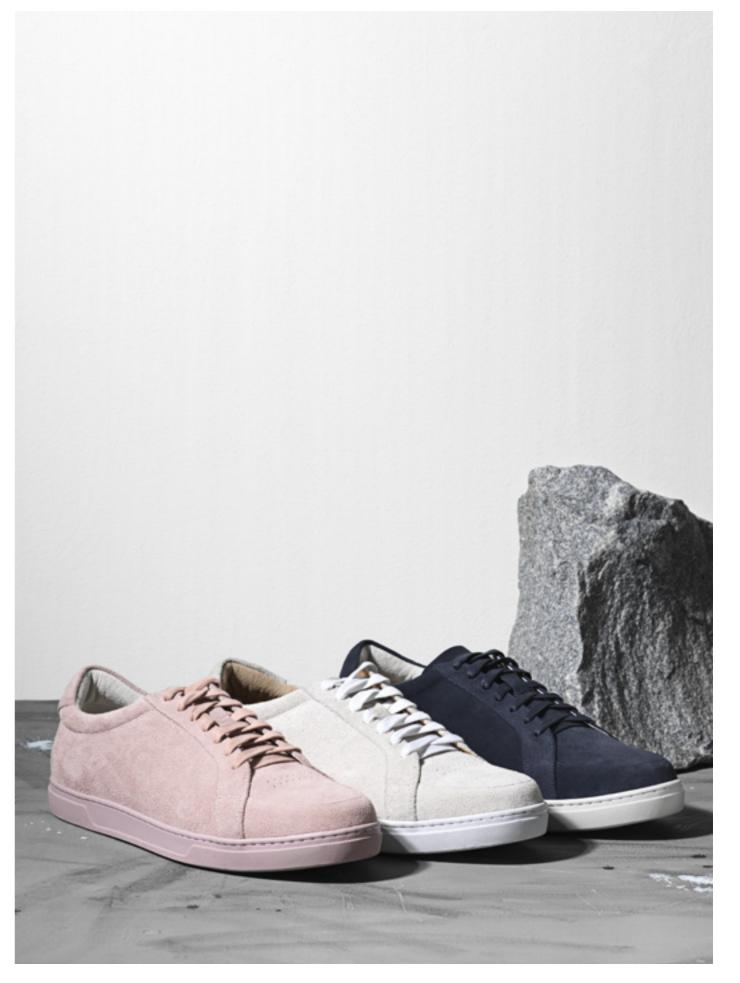


LOOK 4BAG EBBE U64300001_050





TIE SCOTTI U64669001_227 BELT WOKINGHAM U64748003_050 CUFFLINKS ABBAN U48937113_042 CUFFLINKS STAPLEFORD U48937110_01Z CUFFLINKS ELWIN U48937111_01Z



LOOK 6

SNEAKERS ARNE TS U62516026_5BQ_088 SNEAKERS ARNE S U62516025_227





SCARF EMIN U64617001_10AN_1Z2 SCARF BORJE U64613001_088 SCARF DRUMME U60546013_4AQ SCARF MENNALI U60685003_227 SCARF COMELICO L U64102002_088



LOOK 8

SHOES CEVIN U64476001_12S_227





BELT ILYAS U64438001_050 BELT ILMONI U62568003_10N BELT KLEMENS U64733001_050 BELT ASENBY W U64441001_227 BELT WOKINGHAM U64748003_1Z2



LOOK 10SHOES ALVIN U64477001_050

PRESS CONTACTS

GENERAL MARKETING AND PR QUESTIONS Per Håkans, Marketing Director Phone: +46 8 546 310 00 E-mail: per.hakans@tigerofsweden.se

Tiger of Sweden AB (head office) Torsgatan 4, SE-111 23 Stockholm Phone: +46 8 546 310 00 Fax: +46 8 546 310 99 tigerofsweden.com

SWEDEN Jung Relations, Elin Carlson

Gävlegatan 12 A, SE-113 30 Stockholm Phone: +46 8 410 556 50 Fax: +46 8 30 14 10 Mobile: +46 70 397 98 69 E-mail: elin.carlson@jungrelations.com

Skar Agency AS, Andreas Huse Parkveien 29, NO-0350 Oslo Phone: +47 22 93 12 10 Fax: +47 22 93 12 11 Mobile: +47 47 97 87 06 E-mail: andreas@skaragency.no

DENMARK AND ICELAND CMI Company ApS, Mette Hansen Ryvangs Allé 26, DK-2100 Copenhagen Ø Phone: +45 32 95 26 16 Fax: +45 32 95 26 06

Mobile: +45 20 11 11 14 E-mail: mette@tigerofsweden.dk

FINLAND OY MOR.AL AB/Tiger of Sweden

Rico Sanchez Fabriksgatan 27–29 D, FI-00150 Helsinki Phone: +358 9 674 554 Mobile: +358 10 323 9195 E-mail: rico.sanchez@tgr.fi

UNITED KINGDOM AND IRELAND STARWORKS GROUP Stapleton House 3rd Floor 29-33 Scrutton Street LONDON, EC2A 4HU Phone: +44 207 318 0400

Mobile: +44 7825 887 841 E-mail: mikey.evans@starworksgroup.com

THE NETHERLANDS Cream PR Van Hallsstraat 294 IA 1051 HM Amsterdam Mobile: +31 2 04 21 21 24 E-mail: info@creampr.nl

GERMANY, AUSTRIA AND SWITZERLAND Silk Relations GmbH, Kerstin Geffert Rückerstrasse 4, DE-10119 Berlin Phone: +49 30 84710832 Fax: +49 30 84710855 Mobile: +49 177 5181950

E-mail: kerstin@silk-relations.com

FRANCE

Stationservice, Olivier Houlez 51 Rue des Petites-Écuries, FR-75010 Paris Phone: +33 1 42 21 36 36 E-mail: ohoulez@stationservice.fr

CANADA SlavinRaphael, Jun Her 80 Wingold Ave, CA-Toronto, ON, M6B 1P5 Phone: +1 416 703 8338 #235 Fax: +1 416 703 7083

SOUTH AFRICA Brandgroup International (Pty) Ltd Amber Sarrimanolis Vdara 2, 41 Rivonia Road, Sandhurst 2196, ZA-Johannesburg Phone: +27 11 440 3235 Fax: +27 11 440 3412 Mobile: + 27 72 612 0832 E-mail: amber@brandgroup.co.za

E-mail: jun@slavinraphael.com

SALES CONTACTS

GENERAL

SALES QUESTIONS Anna Lindgren, Sales coordinator Phone: +46 8 546 310 40 Mobile: +46 72 529 77 00 anna.lindgren@tigerofsweden.se

SWEDEN

Tiger of Sweden AB (head office) Torsgatan 4, SE-111 23 Stockholm Phone: +46 8 546 310 00 Fax: +46 8 546 310 99

E-mail: customerservice@tigerofsweden.se

Skar Agency AS, Cathrine Kjølnes Skar Parkveien 29, NO-0350 Oslo Phone: +47 22 93 12 10 Fax: +47 22 93 12 11 Mobile: +47 47 97 87 10 E-mail: cathrine@skaragency.no

DENMARK AND ICELAND CMI Company ApS Ryvangs Allé 26, DK-2100 Copenhagen Ø Phone: +45 32 95 26 16

Fax: +45 32 95 26 06

Claus Madsen (Distributor) E-mail: claus@tigerofsweden.dk

Thomas Plesner (Sales) Mobile: +45 40 40 49 99 E-mail: thomas@tigerofsweden.dk

FINLAND OY MOR.AL AB/Tiger of Sweden Fabriksgatan 27–29 D, FI-00150 Helsinki Phone: +358 9 674 554

Mattias Karlsson (Agent) Mobile: +358 40 773 10 99 E-mail: mattias.karlsson@tgr.fi

Rico Sanchez (Sales) Mobile: +358 40 741 5359 E-mail: rico.sanchez@tgr.fi

UNITED KINGDOM AND IRELAND Tiger of Sweden Showroom Kane Luke

210 Piccadilly, London W1J 9HL Mobile: +46 8 546 310 00 E-mail: kane.luke@tigerofsweden.se

THE NETHERLANDS Lexson Brands B.V., Maarten Janse Haagweg 444, 4813 XG Breda Phone: +31 6 22 49 72 27 E-mail: maarten@lexson.com

GERMANY, AUSTRIA AND SWITZERLAND Tiger of Sweden showroom Dusseldorf Showroom Düsseldorf Georg-Glock-Straße 3 40474 Düsseldorf Phone: +49 211 45 44 75 80

Tiger of Sweden showroom München Showroom Munich Oskar-Schlemmer-Straße 23 80807 München Phone: +49 89 95 09 54 80

Steve Kirchner Mobile +49 172 8562442 e-mail: steve.kirchner@tigerofsweden.se FRANCE

Mads Thisted, Export Manager Mobile +46 7 035 389 84 mads.thisted@tigerofsweden.se

CANADA

SlavinRaphael, Laurence Slavin 80 Wingold Ave, CA-Toronto, ON, M6B 1P5 Phone: +1 416 703 8338 #226 Fax: +1 416 703 7083

Mobile: +1 416 723 5896 E-mail: laurence@slavinraphael.com

SOUTH AFRICA Brandgroup International (Pty) Ltd Nitsa Comninos-Rose Vdara 2, 41 Rivonia Road, Sandhurst 2196, ZA-Johannesburg Phone: +27 11 440 3235 Fax: +27 11 440 3412 Mobile: +27 82 441 6991

E-mail: nitsa@brandgroup.co.za

