



SPRING/SUMMER 2018
LOOKBOOK



In a world full of chaos and in a time of transit the Tiger of Sweden Woman channels a positive feeling of faith, hope and love for Spring/Summer 2018.

Communication is key and communication through symbols is universal, no matter where you come from or what language you speak. Together with the illustrators Parasto Backman and Hanne Lindberg, we made a new version of the faith, hope and love symbol. The symbol appears on patched jackets, printed sweaters and in a jacquard-woven suit.

When you encounter the collection the first thing you see is the diversity of expressive fabrics. Shiny nylon, sheer metallic coatings and new types of wrinkled fabrics that gives shirts, tops, dresses and outerwear a more distinctive expression. An expression that's far from retro. The feeling and tactility of every garment is important. The shapes in the collection are curved, round and voluminous. Especially on tops, shirts and trousers, but it also comes through in the suiting. Although the blazers have strong shoulders the feeling is curved and feminine. A modern way of power suiting. It's the delicate versus the hard that speaks.

The neutral colours for the season move from black to different shades of grey and blue accented by a forest green, seashell pink and dandelion yellow. Except for the new faith, hope and love symbol, the prints and patterns for the season are different kind of stripes and two kinds of all-over prints: a rough grey print that makes you think of slate and a multi-coloured artistic print inspired by modern pottery.

"We have always worked with volume but in long-lined, straight silhouettes and we want to move forward. The round curved shapes feel important for the spring and it gives the traditional and stiff garments that we love from the men's wardrobe a softer and more updated look. It's sophisticated, comfortable and is made for women who dare to take space everywhere in life. As a contrast to the soft, curved and voluminous shapes we have used a lot of new types of wrinkled fabrics for a rougher, deeper and slightly futuristic look.

We have given it more character." says Els-Marie Enbuske and Karin Fritz, designers Tiger of Sweden Women.

Smart, technical and futuristic fabrics colliding with curved feminine shapes, traditional outerwear and tailoring tell about a women who challenges the old and shapes the new. The look is contemporary, strong and sophisticated. A look that mirrors the Tiger of Sweden woman.



CAMPAIGN DROP 2 NEWNEWNEW
LOOK 1

WAISTCOAT JARREL 64634002_08R
SHIRT GRETTEL S64506002_02Z

TROUSERS ELLISON S64634003_08R
SHOES FORDING U64965001_08R



CAMPAIGN DROP 2 NEWNEWNEW
LOOK 2

COAT IZOLDE S64593001_4DB
PULLOVER GALYA S64602001_1AB

TROUSERS ANIARA S64593002_4DB
SHOES HARWORTH U64757001_MBR



CAMPAIGN DROP 3 LENGTH SILHOUETTE FUNCTION FABRIC
LOOK 3

BLAZER THELIA 2 S64645001_20B
SHIRT SILWA S S64586001_09S

TROUSERS FLORALIS S64645002_20B
SHOES COLYTON S U64964001_23D



CAMPAIGN DROP 3 LENGTH SILHOUETTE FUNCTION FABRIC
LOOK 4

BLAZER ANISON 2 S64636001_23B
SHIRT ALLURA S56448015_20B

TROUSERS BOUTIS S64636002_23B
SHOES BECCLES ST U64738001_2T6



CAMPAIGN DROP 4 WEEKEND
LOOK 5

DRESS SUKI S64644002_748
TROUSERS YULIA 5 S64644003_748

BAG APPLEBY U64300012_050
SHOES BECCLES U60269023_050



CAMPAIGN DROP 4 WEEKEND
LOOK 6

DRESS ABRI S64585002_748
SHOES LANCA U64757002_050



CAMPAIGN DROP 4 WEEKEND
LOOK 7
TOP GIULIA 64655002_08R
SKIRT PINKY S64585001_784
SHOES FORDING U58900037_050



LOOK 8
BLAZER RUMA 2 S64638002_2T6
SHIRT ALLURA S56448015_20B
SKIRT BRAYA S64638003_2T6
SHOES DARLEY U58900039_23D



LOOK 9

BLAZER DELARA S64642001_50A
SHIRT NILOU S64511002_02Z
TROUSERS STARR S64642003_50A
SHOES FORDWIC U64396001_02Z



LOOK 10

SHIRT ALLURA S S64506001_02Z
SKIRT TULIP L S64514002_08R
SHOES FORDING U58900037_050



LOOK 11

COAT VERUS S64863001_1AB
PULLOVER HARLETH S64602002_1AB
TROUSERS NOUR S64503005_1AB
SHOES EARLEY S U60269022_84E



LOOK 12

LEATHER JACKET CYDER S64514001_08R
BLAZER IMAAN S64633001_08R
DRESS OPRAH S64523002_2T6
SHOES FORDING U58900037_050



LOOK 13

BLAZER THELIA 2 S64643001_09S
TOP DUNIA S64586002_09S
TROUSERS FLORALIS S64643002_09S
SHOES FORDING U58900037_050



LOOK 14

DRESS KINZLY L S56297005_08R
SCARF SOLIMIN U 60546016_20B
SHOES EARLEY S U60269022_050

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