



Press release, Stockholm 2015-01-12

## **Tiger of Sweden presents Autumn Winter 2015 at LC:M**

**For the second year in a row Tiger of Sweden shows their collection at the well attended fashion week in London, LC:M.**

In the old factory building Old Sorting Office in the industrial area of New Oxford street – the Tiger models marched along a rough catwalk to the strains of futuristic synth music. For Tiger of Sweden's Autumn Winter '15 collection, the understated post punk look from the German synth band Kraftwerk has served as a great inspiration.

As ever, the suit is at the centre of the Tiger of Sweden collection. Mirroring the sharp, tautly tailored aesthetic of Kraftwerk et al, the silhouette has been elongated. The models of the show wore high waisted trousers complete with tapered legs cut in muted shades of military green, beige and midnight blue.

The artificial nature of synth music has also played a part in the development of the outerwear pieces that was shown in London. Oversized overcoats in bright sporty shades of neon blue and jersey knits, ties, socks, bags and belts in neon lime and fuchsia brightened up the crowd in the old sorting office.

Tiger's trademark brand philosophy, 'A Different Cut' also permeated the new and exclusive collaboration with Derry-based brand Smyth & Gibson; two shirts - one with a cutaway and the other with a tie bar collar was shown on the catwalk.

### **Designers Tiger Men**

Ronnie Junior McDonald and Christian Lippich

### **Stylist**

Luke Day

### **Casting**

Shelley Durkan

### **Hair**

Matt Mulhall

### **Make Up**

Petros Petrohilos

### **Music**

Jonjo Jury

### **Show Coordinator**

Family

### **Executive Producer**

Per Håkans, Tiger of Sweden

### **Creative Director Brand**

Niklas Johansson, Niklas Johansson Studio

**About Tiger of Sweden**

Founded in Uddevalla in 1903 as a men's tailoring brand, Tiger of Sweden has grown over the past century to operate across three continents. Always focusing on their brand philosophy, 'A Different Cut', Tiger has grown to now offer complete men's and women's RTW lines, shoes, accessories, underwear and a dedicated Jeans line. Continuing to evolve under the directorship of CEO David Thunmarker, Tiger of Sweden offers a modern and contemporary approach to traditional tailoring.

Since 1993, Tiger of Sweden has gone from an €1.5 million turnover to €103 million for the 2012–2013 fiscal year. Tiger of Sweden is sold and marketed in 20 countries and has been part of the IC Companys Group since 2003.

**Press Enquiries**

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