

TIGER OF SWEDEN / JEANS

Press release, October 22, 2015

Double up for Tiger of Sweden jeans

Tiger of Sweden Jeans has enjoyed extremely strong growth in recent years. Earlier this autumn, the brand opened its first concept store in Copenhagen. And now the success story continues with the opening of no less than two more pop-up shops in the brand's home market. The shops, both located in the city centre, will stock the entire Tiger Jeans concept for men and women.

Since its inception in 2000, Tiger Jeans has grown into one of the largest jeans brands in Sweden. Five years ago the company sold 100,000 pairs of jeans a year; today the figure is 350,000 pairs. Success that means the brand can now invest in its own stores.

"We are extremely proud that Tiger Jeans has delivered such a strong performance in recent years. We've grown into one of the leading Swedish jeans brands – despite the fact that our origins lie in the tailored-look segment – which we think is a major achievement," said David Thunmarker, CEO of Tiger of Sweden.

The pop-up shops in Stockholm, one on Biblioteksgatan and one in Gallerian, will open for around three months. Both will mirror the dark, evocative look and feel of the brand, offering Tiger Jeans collection in its entirety to customers.

→ "We've really just been holding out for the perfect premises in Stockholm and now we've found them. With such a strong brand performance in recent years, it feels great to be showcasing the entire concept in our own stores here in our hometown too, said Fredrik Folkesson, Product Manager at Tiger of Sweden Jeans.

Tiger Jeans was established to be a contender in the jeans world with an urban rock look, combined with high level of fashion and quality – something the brand has been successful in accomplishing. Today, the brand is one of the fastest growing in its genre, and is both strong in itself, while strengthening the overall Tiger of Sweden brand, for which overall sales increased by 20% last year.

About Tiger of Sweden

Tiger of Sweden encompasses the collections Men, Women, Jeans, Underwear, Shoes and Accessories. Since 1993, Tiger of Sweden has evolved from a turnover of €1.5 million to €126 million for the 2014–2015 fiscal year. Tiger of Sweden is sold and marketed in 20 countries and has been part of the IC Group since 2003.

For more information and press material, please contact:

Per Håkans, Tiger of Sweden, +46 8 546 310 00, per.hakans@tigerofsweden.se
Elin Carlson, Jung Relations, +46 70 397 98 69, elin.carlson@jungrelations.com