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Tiger of Sweden opens first dedicated menswear store in Berlin

As part of the continued international expansion strategy, Tiger of Sweden will open its first flagship store dedicated entirely to menswear in Berlin-Mitte.

Over the past four seasons, Tiger of Sweden have attracted a plethora of positive reviews both from the industry and consumers alike. The contemporary menswear offering shown each season at the leading global menswear fashion event, London Collections: Men, have received record sales and thus has led to the brand expanding their German offering. Currently their prime growth market

The collection on offer, spread over the spacious 120 m² of retail and located at Neue Schönhauser Strasse 9, is perfectly suited to the modern, urban man. In addition to the current Spring/Summer 2016 men's catwalk collection there will be a focus on contemporary formalwear, which has been the brand's staple since its inception. On top of this, the rapidly expanding brand's denim diffusion line, Tiger of Sweden/Jeans will be on offer. The styles not only exude modern Scandinavian design and high quality, but also combine the two with an urban attitude.

On the opening CEO, David Thunmarker, remarked, "I'm very happy to be opening our first store in Berlin. Germany is our fastest growing market at the moment. The store is the first step in our strategy to increase brand awareness and brand presence in the market to support both offline and online sales". This will be the brand's second store in Germany, following the 2008 opening of the Tiger of Sweden flagship store in Düsseldorf for men and women.

The new store was designed in accordance with four conceptual themes, reflecting Tiger of Sweden's fundamental values: individuality, Scandinavian tailoring, high-quality fashion and urban life. The result is an architecturally clean-cut store with a minimal layout and custom-made furniture.

The updated design concept by Swedish architectural firm Boys Don't Cry impresses with grey marble, brushed aluminium and high-quality wool carpets. Sophisticated materials and textures reflect Tiger of Sweden's ambition to provide 'A Different Cut', which is also expressed in the architecture.

**About Tiger of Sweden**

Founded in Stockholm 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 €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 A/S since 2003.

Press Enquiries

Hi-res images, photo samples and additional information are available upon request from:

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