

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



ELS-MARIE ENBUSKE AND KARIN FRITZ

HEADS OF DESIGN, WOMENSWEAR

AUTUMN/WINTER 2017

“This collection is inspired by Georgia O’Keeffe. Her landscapes are so beautiful and sensuous, and we admire **HER FIERCE INDEPENDENCE** as a woman and artist. Georgia had incredible style, and the trouser suits are influenced by the way she often wore men’s suits. The tailoring is traditionally masculine but we softened the silhouette for women’s bodies, with **SLIM-FITTING JACKETS**. There’s definitely a romantic and feminine side to the collection too – like the flamboyant flounce on the one-shoulder dress. We also spent a lot of time on the coats. We wanted them to be strong, to have character. And you can’t put on the crazy faux fur tiger jacket without getting a happy feeling.”

This season, the Tiger of Sweden woman longs to be hiking in the mountains, looking out at the skies and nature. The collection takes inspiration from the paintings and life of the pioneering American artist Georgia O’Keeffe – whose major retrospective at the Tate Modern gallery in London, Tiger of Sweden’s joint heads of design Els-Marie Enbuske and Karin Fritz caught last year.

O’Keeffe’s androgynous, monochrome style of the 1920s informs the season’s sharply tailored trouser suits. The silhouette is masculine, but softened with flattering slim jackets worn with cigarette trousers or over wide-legged pants.

A romantic mood creeps in, a ruffle adding softness and volume to a tailored dress – flirty and chic but grown-up.

The collection offers a series of outerwear for every scenario in urban life. The season’s hero is a functional yet stylish padded coat, elevated in shiny Limonta fabric, produced in Italy, with flouro-orange lining.

The feminine-masculine conversation continues with a timeless and impeccably tailored coat in luxuriously soft black wool. A playful and irreverent faux fur jacket with riot of rainbow colours is off-kilter and fun – inspired by one of O’Keeffe’s paintings.

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



DRESS DESME S63943001_6B4
PULLOVER NOXA S63728002_6B4
HAT MELTHAM U45993001_2T6
SHOES CHESHAM U63612001_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



PULLOVER GWYNN S45993034_6D6
PULLOVER ZALI S31282011_6D6
TROUSERS MIRZ S63717001_6D6
SHOES EARLEY U60269018_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



BLAZER THELIA S63936002_2T6
SHIRT RIMA S63575002_02Z
SKIRT ISAZO S63936004_2T6

HAT MELTHAM U45993001_2T6
SHOES CHESHAM U63612001_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



BLAZER ANISON S63985002_2T6
PULLOVER NOXA S63728002_08R
TROUSERS EDINE S63985001_2T6

HAT MELTHAM U45993001_M04
SHOES VIVIENNE U55925019Z_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



COAT ALOE S63901001_08R
PULLOVER ZALI S31282011_4Z4
TROUSERS CRISTIN S S55241030_4Z4

HAT MELTHAM U45993001_4Z4
GLOVES ARLESEY U45993002_M04
SHOES EARLEY U60269018_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



FAUX FUR COAT NOTIA S63957001_A01
BLAZER SEIJA 4 S61876017_08N
TROUSERS FLORALIS S61876018_08N
SHOES EARLEY U60269018_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



COAT AMMI S61664001_2T6
PULLOVER NOXA S63728004_6B4
SKIRT ELAIA S63728004_6B4

BAG THAME U63312003_42R
SHOES CHESHAM U63612001_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



SHIRT RIMA S63575002_08R
T-SHIRT DEIRA S60909005_6D6
TROUSERS BELLUS S63717002_08R
SHOES VIVIANNE U55925019Z_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



DRESS EREICE S63985003_2T6
POLONECK RADIX S63720001_08R
HAT MELTHAM U45993001_2T6
GLOVES ARLESEY U45993002_M04

BAG YATEN U63312006_42R
SHOES CHESHAM U63612001_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



DRESS ACRISS S63723001_08R
T-SHIRT DEIRA S60909005_09S
SHOES CHESHAM U63612001_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



BLAZER DASYS S63984001_08R
SHIRT MEDUS S56448012_02Z
TROUSERS LOVANN T S63984003_08R
SHOES VIVIENNE U55925019Z_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



BLAZER SEIJA 4 S61876017_08N
SHIRT FILIX S61515006_08R
TROUSERS FLORALIS S61876018_08N
SHOES EARLEY U60269018_050

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017

TIGER OF SWEDEN

WOMEN

AUTUMN/WINTER 2017



SHIRT CINIS S56448013_02Z
TROUSERS FLORALIS S61876018_08N
SHOES CREWE S 62516022_10P

PRESS CONTACTS

AUTUMN/WINTER 2017

TIGER OF SWEDEN

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

NORWAY
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, Mikey Evans
Laser House, 2nd & 3rd Floor, 132-140
Goswell Road, London EC1V 7DY
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
rock-it promotions, inc, Katherine Flores
460 Richmond St. West, Suite 400
CA-Toronto, ON, M5V 1Y1
Phone: +1 416 656 0707 ext. 117
E-mail: katherine@rockitpromo.com

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

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

NORWAY
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

SALES CONTACTS

AUTUMN/WINTER 2017

TIGER OF SWEDEN

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
Håkan Karring
210 Piccadilly, London W1J 9HL
Mobile: +46 708 98 20 59
E-mail: hakan.karringer@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
Sales contact
Select Showroom Munich
Balanstraße 73, Haus 11, DE-81541 Munich
Phone: +49 89 12 59 69 550
Fax: +49 89 12 59 69 555

Select Showroom Düsseldorf
Kaiserwerther Strasse 135
DE-40474 Düsseldorf

Bernard Waage
Mobile: +49 172 86 44 011
E-mail: bernard@select-trading.com

Christian Schleicher
Mobile: +49 172 14 14 771
E-mail: chris@select-trading.com

FRANCE
THE HANGER
44/46, Boulevard Magenta, FR-75010 Paris
Phone: +33 1 71 19 71 37
Fax: +33 1 71 19 71 38

Laurent Hollander (Sales Director)
Mobile: +33 6 15 01 25 71
E-mail: Lhollander@thehanger.fr

CANADA
SlavinRaphael Agency, 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 Comminos-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

