



SPRING/SUMMER 2018
LOOKBOOK

TIGER OF SWEDEN / JEANS

For Spring/Summer 2018 Tiger of Sweden/Jeans dives into a pool of street art, activism and youth gang culture. The feeling is raw and rebellious but balanced with a sense of humour. Sportswear references shine through the whole collection. A collection named "Night Warriors" taken from the seventies movie "The Warriors" directed by Walter Hill, which centers around a New York gang roaming the streets causing havoc.

"The movie has always held a particular place in popular culture. In the aftermath of this film, things started to happen in youth culture: graffiti, street style, hip-hop and athletic wear made a groundbreaking entry into fashion. A great deal of our contemporary youth culture is centered around gaming, activism and young urban street nomads. All in the heritage of this era." says Johan Schalin and Åsa Göransson, Designers, Tiger of Sweden/Jeans.

You don't have to look long before you see hints from the movie in the collection in form of bomber jackets, coach jackets and tracksuits. Oversized T-shirts, sweaters and hoodies. Leather jackets in classic models that were often used by youth gangs; paneled racing jackets and studded biker jackets with a DIY-esque expression that creates an authentic look of new "vintage jackets" in contemporary fits.

The colour palette, just like the label, belongs to a nighttime metropolitan environment, based on different shades of black and blue lightened up by a bright red and fire orange.

Splices of dusty pink and army green also take part in the collection. The prints come from a spray can: part of the collection has been bombed by graffiti and statement tagging. Aside from that, different kind of stripes are key.

For Spring/Summer 2018 the denim moves towards a more relaxed and classic silhouette, a lot of new looser fits have been added this season. That allows the use of more rigid fabrics to create a more authentic look and feel. The washes tend to go towards a balanced true vintage look.

"The slim fits are still as important as before but I think people are starting to be comfortable in looser silhouettes now. They dare to express themselves and their personality in different fits with more expression. That doesn't mean that the slim fits are out of time. I often throw on a pair of jeans, slim as a second skin as a contrast to the straight and wider fits I use. Nothing is prohibited or carved in stone. Diversity is important. Everywhere!" Says Fredrik Folkesson, Product Manager, Tiger of Sweden/Jeans.

The clash between sportswear, youth culture and denim creates a look that feels relevant today.



LOOK 1

SWEATSHIRT HENCE W61063032_5DH
JEANS YURI W64772002_050
BELT BANDY U64933001_5DH
SHOES FORDWICK U64396001_02Z



LOOK 2

COAT MIA W64345001_050
DENIM SHIRT REAL W W64768002_21F
LEATHER TROUSERS STOKA W64454003_901
SHOES VIVIENNE U55925019Z_050



LOOK 3

LEATHER JACKET TARGET W64454002_050
T-SHIRT AMY W61848015_M03
JEANS LOOSE W64760002_200

BELT BANDY U64933001_5DH
SHOES VIVIENNE U55925019Z_050



LOOK 4

LEATHER JACKET ROOTS W64454001_050
SWEATSHIRT HENCE PR W61063028_6F1
JEANS DROPPED W64771001_200
SHOES VIVIENNE U55925019Z_050



LOOK 5

SWEATSHIRT BIG TALK W64570001_09X
DRESS TABLO W64435004_050
SHOES FORDWICK U64396001_02Z



LOOK 6

SHIRT LETHAL W64435002_050
DENIM DRESS SASHA W648110001_21F
TROUSERS SCOOTER W62432008_050
SHOES VIVIENNE U55925019Z_050



LOOK 7

VEST DWAG W64449001_2AT
SWEATSHIRT ROCK W64502008_2AT
TROUSERS DOE W64449002_2AT
SHOES FORDWICK U64396001_02Z



LOOK 8

SWEATSHIRT BIG PRINT W64570004_5BY
JEANS LISA W64770003_21F
SHOES FORDWICK U64396001_02Z



LOOK 9

JACKET ACE. ZW64346001_5BY
SHIRT STATIC W64431001_5BY
TROUSERS RADIO. W64502006_5BY
SHOES VIVIENNE U55925019Z_050



LOOK 10

LEATHER JACKET VANILLA W64394001_050
T-SHIRT MADCHILD W64513001_089
TROUSERS SCRILLA W64431002_5BY
SHOES VIVIENNE U55925019Z_050



LOOK 11

DRESS WAX W64502003_050
T-SHIRT VIOLENT W64604004_5DJ
SHOES FORDWICK U64396001_02Z



LOOK 12

TOP KID W64502007_050
SHIRT DUAL PR W64446004_901
JEANS LOOSE W64810002_200

BELT BANDY U64933001_5DH
SHOES VIVIENNE U55925019Z_050



LOOK 13

SWEATSHIRT BIG MASTER W64570002_5DJ
DRESS MARVALESSSP W64446006_901
SHOES FORDWICK U64396001_02Z



LOOK 14

DENIM SHIRT RUN PKT W64768003_21F
DENIM JACKET TRUE W64805001_21F
LEATHER SKIRT BLEED W61501005_050
SHOES FORDWICK U64396001_02Z



LOOK 1

T-SHIRT PAC W62851013_089
JEANS YURI W64772002_050
BELT BANDY U64933001_5DH
SHOES CEVIN U64476001_050



LOOK 2

ACKET JIM W64387001_4Y7
T-SHIRT SIDE W64515002_5DH
JEANS NORTON W64760001_200

BELT BANDY U64933001_5DH
SHOES CEVIN U64476001_050



LOOK 3

JACKET BENCH W64404001_050
SWEATSHIRT BUZZ PR W61063031_M08
JEANS SLIM W64786001_050

BELT BANDY U64933001_5DH
SHOES BRUKARE U58964018_01N



LOOK 4

LEATHER JACKET ZUKO STU W64456001_050
DENIM SHIRT PURE W W64428004_050
T-SHIRT BIGGA STR W64524003_902

TROUSERS WRINKLE W64463002_2AT
SHOES CEVIN U64476001_050



LOOK 5

PARKAS TIRE W64365001_050
T-SHIRT FLUKE W64515001_050
JEANS CRASH W64792001_050
SHOES BRUKARE U58964018_01N



LOOK 6

JACKET DUO W64387002_2AT
SHIRT BIX. W64734001_2AT
JEANS BIG. W64813001_21F
SHOES CEVIN U64476001_050



LOOK 7

JACKET BURST W64363001_6F1
T-SHIRT DOOP W64516002_09X
SWEATPANTS SWEE W64106006_050
SHOES CEVIN U64476001_050



LOOK 8

SWEATSHIRT ZAC W64106005_6D7
T-SHIRT GRIND STR W64524001_902
JEANS NORTON W63858002_089
SHOES CEVIN U64476001_050



LOOK 9

DENIM JACKET BOBBY W64814003_21F
SWEATSHIRT GOLDIE W64106004_6D7
JEANS BIG W64809001_200
SHOES CEVIN U64476001_050



LOOK 10

LEATHER JACKET SPEEDY W64450001_050
DENIM SHIRT PURE W W64769003_200
JEANS PISTOLERO W64808001_200
SHOES CEVIN U64476001_050



LOOK 10

DENIM JACKET PRIMAL W64815001_21F
SWEATSHIRT DEMZEE W64031004_050
SHIRT MELLOW CH W64472001_901
SWEATPANTS MARLY W64031005_050
SHOES CEVIN U64476001_050



LOOK 11

JACKET CITI W62990002_050
SWEATSHIRT DEMZEE W64031004_5BY
JEANS NORTON W64760001_200
SHOES CEVIN U64476001_050

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