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Smyth & Gibson for Tiger of Sweden launches this Autumn/Winter 2015

Scandinavian tailoring brand Tiger of Sweden has been producing exemplary suiting for over a century. Founded in 1903, over the decades Tiger became best known for its 24/7 suit; a slim fitting, ready to wear two-piece designed to be as easy on as a pair of jeans and a sports jacket; a modern suit for a contemporary man. Specifically, it was the narrow silhouette of this suit that set Tiger apart, and it's this slim, elegant cut that has inspired the brand's new collaboration with British shirt manufacturer Smyth and Gibson.

Hand-cut and stitched in Derry, Northern Ireland, each of Smyth and Gibson's shirts are finished with 18 stitches to the inch, a double split yoke and natural troca shell buttons. Founded some two decades ago by husband and wife team Richard and Selena Gibson, Smyth & Gibson have teamed up with Tiger's designers to produce a unique collection of handmade shirts for Autumn Winter '15.

Combining Tiger of Sweden's contemporary spirit with Smyth and Gibson's heritage of craftsmanship, the collection consists of two distinct models. Though both are cut slimmer than usual, the first – a luxurious take on the business shirt – features a sharp cut away collar. The second features a pointed, rock & roll-inspired collar with an in-built pin beneath, resulting in a shirt that feels both contemporary and suitably Scandinavian. Both shirts are cut from super fine cotton in both sumptuous royal Oxford and crisp poplin, produced by renowned British weaver Thomas Mason – one of the country's leading textile manufacturers. What's more, both fabrics are two-ply 100's, meaning that aside from being incredibly light, they are also strong, soft and satisfyingly smooth.

"I was very excited about working with Smyth and Gibson," says Tiger of Sweden's designer Ronnie McDonald. "I always loved the shirts, with their combination of traditional craftsmanship and modernity. It's an approach which works perfectly in tandem with Tiger's uncompromisingly Scandinavian aesthetic." He continues, "We met the Smyth and Gibson team in London to work out the fundamental elements of the collaboration. The great thing was that they have the same passion for shirts as we have for tailoring. We have produced two new shirt models this season. Both bodies have the same details, but the fitting is slightly slimmer than the normal Smyth and Gibson fit, to give it a more Scandinavian feel."

"This opportunity to work on a collaboration with Tiger of Sweden was really compelling. We see an affinity with the two brands, where the aesthetic has a simpatico of clean lines and of taking out the frills where they are not necessary. We have been able to blend our traditionally crafted construction with the contemporary and sleek minimalism of Tiger of Sweden. The result is a perfect, luxurious shirt to partner with The Tiger of Sweden suiting," comments Selena Gibson, co-owner of Smyth & Gibson on the collaboration.

**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 €115 million for the 2013–2014 fiscal year. Tiger of Sweden is sold and marketed in 20 countries and has been part of the IC Group since 2003.

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