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## **Craft traditions of old Sweden embraces the Tiger of Sweden Autumn/Winter 2016 collection at London Collections: Men**

**Tiger of Sweden shows contemporary tailoring at its very best with inspiration of old Sweden craftsmanship and the moody winters of Dalarna, a region in northern Sweden. All to the sound of a crooner voice of old romantic melancholy.**

For the fourth season Tiger of Sweden presents their collection at LC:M, this time at the Ambika P3 Gallery in Marylebone. To amplify the melancholic mood of the collection the models were accompanied by a live performance from Sweden's foremost advocates of melancholic tunes, the Weeping Willows.

For inspiration, Tiger of Sweden looks to its Scandinavian roots. The bright stark winter surroundings combined with the botanic inspired art found in Dalarna. Swedish artist Jacob Krajcik was commissioned to rework the colours of pressed flowers giving the folk inspired print a modern contemporary feel.

The collection features two silhouettes, the narrow cuts that Tiger of Sweden are best known for mixed with the more trend-led wider shapes of the modern day. Cropped suit jackets are worn with wide trousers and tunic-esque shirts, long shorts are teamed with cropped jumpers and drop shoulder overcoats. Greys and blacks dominate, whilst pops of colour are muted. Suits in dusty pinks feel elegant, while jumpers and trousers in soft tan are on point.

Key pieces include both single and double-breasted tuxedos, cut close with high lapels in fallow shades of peach and apricot. Utility inspired oversize trousers, a luxurious shearling pilot jacket and a softly textured teddy bear bomber. All desirable and ready to face the harsh Swedish winter.

### **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**

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