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Tiger of Sweden presents Spring Summer 2016 collection at London Collections: Men

For the third season in a row Tiger of Sweden presents their collection at the well-attended fashion week in London, the LC:M.

Tiger of Sweden returns to the Old Sorting Office, located in the industrial area at New Oxford Street, to showcase their spring summer 2016 collection. With suggestive set design, as light and sound installations, the old factory building became a vibrant venue full of energy and attitude.

Though best known for their razor sharp approach and super-slim proportions, this summer the Tiger of Sweden design team have taken themselves into creative exile, embracing a more Mediterranean attitude. Where skinny once reigned supreme, now rules slouch.

The brand's pin sharp single and double-breasted jackets remain – cut slim in soft handled materials in pale shades of cream, dusty blue and Chantilly white – but trousers are wider than usual, ranging from a softly tapered straight leg style through to a looser, broader shape which feels both insouciant and chic.

Key pieces include a relaxed, elongated shawl collar blazer; a sharp denim two-piece and a technical nylon parka in cream, which is designed to be worn with suit trousers, in the place of a traditional jacket. Styling notes include wide brimmed panama hats; T-shirts and lightweight jumpers worn beneath wide-lapelled suit jackets, and loafers teamed with nearly every outfit – all of which help underpin the season's understated, off-duty aesthetic.

It is this notion of escape and self-reflection that forms the foundation of Tiger of Sweden's Spring Summer '16 collection.

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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