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Tiger of Sweden double winners at the Habit Fashion Award 2015

Tiger of Sweden continues their progress as a leading fashion brand on the Scandinavian market. At the annual Habit Fashion Award, Tiger of Sweden won two prestigious prizes, Denim Supplier of the year and Fashion Export brand of the year.

The award was instituted by Swedish fashion trade magazine Habit in 2006 to support and stimulate the industry, both small and larger actors. Tiger of Sweden received the award as Denim Supplier of the year and the prestigious Fashion Export brand of the year 2015. Habit has covered the Swedish fashion industry since 1961 and are one of the leading actors within trade press.

The jury:

With an impressive long-term thinking in both concept and business model, Tiger of Sweden Jeans has emerged to a leading position within the denim segment in Sweden. A professional team faces the market demands and customers high expectation on everything from design to quality in a successful way.

Regarding the award for Fashion Export brand of the year:

With great international success, Tiger of Sweden has contributed to put Sweden on the global fashion map. By winning prestigious international awards the brand has entered new important markets in a powerful way and raised the profit by growing in an organic way. Tiger of Sweden is a perfect example of a successful Scandinavian cooperation.

– These awards means a lot to us. We are extremely proud of what we have accomplished with Tiger of Sweden during the years and the success we have experienced in other markets. The journey with Tiger Jeans has also been fantastic. To be one of the leading Swedish jeans brands despite that our origins lie in the tailored-look segment is a major achievement, says David Tunmarker, CEO of Tiger of Sweden.

About Tiger of Sweden

Tiger of Sweden encompasses the collections Men, Women, Jeans, Underwear, Shoes and Accessories. Since 1993, Tiger of Sweden has evolved from a turnover of €1.5 million 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 since 2003.

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