



Press release, Stockholm, 15 April 2015

## **Tiger of Sweden to launch international online store**

**As part of their large global expansion, Swedish fashion brand Tiger of Sweden are launching a new extended online store. The new features include a clean updated design, additional languages and exclusive online products.**

"We are expanding on all fronts and we want to provide our clients with a thorough Tiger experience in all channels, including our own stores and online. We want our clients to recognize the Tiger of Sweden feel, regardless if they are visiting our stores or our digital channels. To expand our online shop is another step in that direction." David Thunmarker, CEO, Tiger of Sweden.

The new design follows the brand philosophy of Tiger of Sweden – 'A Different Cut' – and showcases a minimalistic and modern design with a clean Scandinavian feel. With its' responsive design, the site carries the same look and feel in all channels, regardless if the visitor uses a computer, phone or tablet.

Among the new functions, there are also additional languages for the user, including German and French. All products will be shipped to 14 European countries and with Tiger's own stores used as extra stock, the client will be guaranteed the largest possible range of Tiger of Sweden products.

In connection to the new Tiger of Sweden online shop, an exclusive updated version of the popular men's shoe 'Yngve' will be released in a design available for online clients only.

### **Press Enquiries**

Per Håkans, Tiger of Sweden, +46 08 546 310 00, [per.hakans@tigerofsweden.se](mailto:per.hakans@tigerofsweden.se)  
Mandarva Stenborg, Jung Relations, +46 70 621 57 46, [mandarva.stenborg@jungrelations.com](mailto:mandarva.stenborg@jungrelations.com)

### **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.