

TIGER OF SWEDEN / JEANS

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Tiger of Sweden Jeans opens pop-up shop in Copenhagen

Dark, evocative and urban, with high-fashion content – Tiger Jeans is opening a pop-up shop in central Copenhagen during fashion week. The shop, the first of its kind, will stock the entire Tiger Jeans concept for guys and girls.

– Tiger Jeans, the progeny of a clean-cut clothing family, quickly grew into a rebel with a bottle of beer in the hand who'd rather hang out at the rock club than the trendy nightclub. This is precisely the look and feel of the new pop up shop, which will further lift Tiger Jeans, says Fredrik Folkesson, Product Manager at Tiger of Sweden Jeans.

The 200 m² shop will open in central Copenhagen during the popular and well-attended fashion week in August. Mirroring the dark, evocative feeling that is characteristic of Tiger Jeans, the shop will initially stock Tiger Jeans A/W 2015, a collection that combines a simple, minimalistic expression with a dark dreamlike print.

Started in 2001, Tiger Jeans was established to be a contender in the jeans world with an urban rock look combined with high level of fashion and quality. Today, the brand is one of the fastest growing in its genre and is both strong in itself, while strengthening the overall Tiger of Sweden brand.

– We have seen very strong performance from Tiger of Sweden Jeans in recent years and it has grown into one of the leading Swedish jeans brands. That's something we are very proud of as our origins are more in the tailored-look segment, says David Thunmarker, CEO of Tiger of Sweden.

The shop in Copenhagen is the company's first concept store to sell exclusively Tiger of Sweden Jeans, and there are plans to expand the concept to other markets.

– Having the right shop in the right location is key for us. Today, we are strong in Sweden, Denmark, Norway and Finland. When we found the premises in Copenhagen it felt perfect – but it could just as well have been in Sweden or Norway. We are constantly on the lookout for interesting locations for Tiger Jeans' future pop ups – and the next one might well be in Sweden. Going forward, things feel really exciting for Tiger Jeans in terms of future development, concludes Thunmarker.

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.

For more information and press material, please contact:

Per Håkans, Tiger of Sweden, +46 8 546 310 00, per.hakans@tigerofsweden.se
Elin Carlson, Jung Relations, +46 70 397 98 69, elin.carlson@jungrelations.com