



SPRING/SUMMER 2018
LOOKBOOK



For Spring/Summer 2018, Tiger of Sweden Men keeps enhancing a long, slim silhouette with short jackets, slightly loose fitted trousers and snug double-breasted suits. The suiting is still based on traditional British tailoring with sharp shoulders, narrow waists and with the gorge laying high towards the neck to create a tall, proud torso which enhances the male figure. The trousers are higher and little bit wider for the perfect balance.

The inspiration for the Spring/Summer 2018 collection draws from the traditional Swedish summer where nature has its given place. The light that never goes out, the meadows filled with small flowers and the cold blue sea with old open-air baths; something that is shown in the colour palette with a base of earthy tones and different shades of blue together with a green, yellow and twinflower-pink from the Swedish flora. Structured fabrics in wool, cotton, linen and suede give the garments a living expression. Details are spun from old native Swedish craft tradition and take its place in hand-stitched hems and longer, layered shirts. The Swedish flora also comes to life in prints together with ethnical patterns. To symbolize the warmth and multi-faceted ways of nature, the coloration of the collection plays an important part to bring a positive look at the future.

For the sharp core tailoring and dressed shirts, a lot of traditional menswear patterns appears as a contrast to the profile pieces; different kinds of checks and houndstooth fabrics, pin- and banker-stripes and for the dress shirts contrast collars show up as a relic of the '80s"power suit" era.

"We've been inspired to create new ways of wearing the classic suit; updating classic traditions to create a more sporty, relaxed but well-dressed look. Important pieces such as a varsity jacket inspired blazer and a short utility blazer. We also have developed a technical fabric in wool that never wrinkles or creases, perfect for the ones who travels a lot or take the bike to work. We want to make the suit comfortable and wearable. Even if the look is sporty and relaxed or if it's made from a technical wool fabric we still want it to look dapper." says Andreas Gran, Tiger of Sweden Menswear Designer.

The sharp tailoring and the calm and romantic softness from the Swedish nature creates a clash and express something modern, sporty but yet sophisticated. Something Andreas himself would call "Swedish Preppy".



CAMPAIGN DROP 1 NEWNEWNEW
LOOK 1

BLAZER BRETTON T64580004_6D8
T-SHIRT HOWMAN T64466002_03Z

TROUSERS TYLIER T64580006_71Q
SHOES MANFRED U64352002_01N



CAMPAIGN DROP 1 NEWNEWNEW
LOOK 2

COAT ESSINGHAM T64561002_4AQ
SHIRT FARRELL 6 T64587001_208

TROUSERS TYLIER T64580006_6D8
SHOES MANFRED U64352002_01N



CAMPAIGN DROP 2 LENGTH SILHOUETTE FUNCTION FABRIC
LOOK 3

BLAZER IRWAN T64550004_2U8
SHIRT FARRELL 6 T64587001_200
TROUSERS TYLIER T64550008_2U8

TIE MIRAN U64684001_227
SHOES MANFRED U64352002_050



CAMPAIGN DROP 2 LENGTH SILHOUETTE FUNCTION FABRIC
LOOK 4

BLAZER PRETER T64703002_284
SHIRT COBY T64596002_2D1

TROUSERS TYLIER T64703003_284
SHOES MANFRED U64352002_01N



CAMPAIGN DROP 3 WEEKEND
LOOK 5

BLAZER BANISTA T64535004_284
SHIRT EARIE T64612001_050

TROUSERS INNES T64612002_050
SHOES MANFRED U64352002_01N



CAMPAIGN DROP 3 WEEKEND
LOOK 6

PULLOVER AUSTELL T64494001_2D1
TROUSERS TYLIER T64580006_284
SHOES MANFRED U64352002_01N



CAMPAIGN DROP 3 WEEKEND
LOOK 7

BLAZER KAMRON T64548005_2AX
BLAZER PRETER T64580005_284
SHIRT FARRELL 5 T64599001_284

TROUSERS TYLIER T64580006_284
SHOES MANFRED U64352002_050



LOOK 8

BLAZER LAMONTE T64499001_284
SHIRT FARELL 6 T64628001_200
TROUSERS TYLIER T64500003_050

TIE SIGGE U64685001_227
SHOES MANFRED U64352002_050



LOOK 9

PULLOVER EMRYS T64486001_03Z
SHIRT COBY T62637021_090
TROUSERS TYLIER T64580006_4AQ
SHOES MANFRED U64352002_01N



LOOK 10

BLAZER TERRIS T64580001_284
SHIRT COBY T64626002_03Z
TROUSERS TYLIER T64573003_09K
SHOES MANFRED U64352002_01N



LOOK 11

LEATHER JACKET JEPPE T64713001_050
SHIRT FARRELL 6 T64595001_208
TROUSERS TYLIER T64580006_71Q
SHOES MANFRED U64352002_01N



LOOK 12

BLAZER BANISTA T64699002_4AQ
SHIRT FARRELL T64691001_284
TROUSERS TYLIER T64699004_4AQ

TIE WILTON U58285026_227
SHOES MANFRED U64352002_01N



LOOK 13

BLAZER BARRO T64580003_71Q
T-SHIRT CAULEY T64518001_050
TROUSERS TYLIER T64580006_71Q

BAG HALLINGS U64330002_12S
SHOES MANFRED U64352002_01N



LOOK 14

BLAZER IRWAN T64538001_050
T-SHIRT CAULEY T64518001_71Q
TROUSERS TYLIER T64538002_050
SHOES MANFRED U64352002_01N



LOOK 15

COAT ESSINGHAM 3 T64560002_1Z2
PULLOVER VISAVIR T64466001_090
TROUSER STYLIER T64580006_4AQ
SHOES MANFRED U64352002_01N

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