

TIGER OF SWEDEN

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With a starting point of classic work-wear and skater style influences, we are adding a more relaxed silhouette to the slim shapes we are known for. Denimon denim looks sit alongside playful ones in abstract flower prints and colourful jacquards, while sportswear influences clash with dressed up styles. Sporty puffer jackets in nylon, luxurious shearling, tongue in cheek floor-length fake fur and oversized blazers help to build up a somewhat eccentric wardrobe.

With the Tiger Jeans womenswear, two new silhouettes push our look forward. Loose, a relaxed, subtle flare and Lex, a new slim cropped fit which comes in rigid fabrics. This is echoed in the Tiger Jeans menswear, where Alex is introduced with a fitted top block – slim, sharp and with a straight leg.

Stretch fabrics continue to be strong, with higher stretchability on both men's and women's, while maintaining an authentic denim look throughout the selection. Washes meanwhile pay homage to true vintage. Dynamic tints, vibrant rinsewashes and vivid colours set the tone for the season.

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