

TIGER OF SWEDEN/JEANS

SPRING/SUMMER 2018

For Spring/Summer 2018 Tiger of Sweden/Jeans dives into a pool of street art, activism and youth gang culture. The feeling is raw and rebellious but balanced with a sense of humour. Sportswear references shine through the whole collection. A collection named "Night Warriors" taken from the seventies movie "The Warriors" directed by Walter Hill, which centers around a New York gang roaming the streets causing havoc.

"The movie has always held a particular place in popular culture. In the aftermath of this film, things started to happen in youth culture: graffiti, street style, hip-hop and athletic wear made a groundbreaking entry into fashion. A great deal of our contemporary youth culture is centered around gaming, activism and young urban street nomads. All in the heritage of this era." says Johan Schalin and Åsa Göransson, Designers, Tiger of Sweden/Jeans.

You don't have to look long before you see hints from the movie in the collection in form of bomber jackets, coach jackets and tracksuits. Oversized T-shirts, sweaters and hoodies. Leather jackets in classic models that were often used by youth gangs; paneled racing jackets and studded biker jackets with a DIY-esque expression that creates an authentic look of new "vintage jackets" in contemporary fits.

The colour palette, just like the label, belongs to a nighttime metropolitan environment, based on different shades of black and blue lightened up by a bright red and fire orange. Splices of dusty pink and army green also take part in the collection. The prints comes from a spray can: part of the collection has been bombed by graffiti and statement tagging. Aside from that, different kind of stripes are key.

For Spring/Summer 2018 the denim moves towards a more relaxed and classic silhouette, a lot of new looser fits have been added this season. That allows the use of more rigid fabrics to create a more authentic look and feel. The washes tend to go towards a balanced true vintage look.

"The slim fits are still as important as before but I think people are starting to be comfortable in looser silhouettes now. They dare to express themselves and their personality in different fits with more expression. That doesn't mean that the slim fits are out of time. I often throw on a pair of jeans, slim as a second skin as a contrast to the straight and wider fits I use. Nothing is prohibited or carved in stone. Diversity is important. Everywhere!" Says Fredrik Folkesson, Product Manager, Tiger of Sweden/Jeans.

The clash between sportswear, youth culture and denim creates a look that feels relevant today.

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