

TIGER OF SWEDEN

Spring Summer 2027

The Spring Summer collection is grounded in a conceptual approach to material exploration, evolving into a wardrobe defined by quiet confidence and thoughtful refinement. Inspired by the visual language of chemigrams, where exposure, layering, and organic reactions produce depth and subtle irregularities, the collection explores a balanced interplay between structure and fluidity. This perspective informs both print and tailoring, blending precision with softness to create pieces that feel expressive yet controlled, modern yet tactile.



Menswear is refined through a considered balance of innovation and wearability, where modern ease meets the precision of tailoring. A key development is the introduction of fully unconstructed blazers, offering a sense of lightness and fluidity while retaining a sharp, tailored expression. Stripe narratives define the season, moving from bold block expressions to seasonal pinstripes, often layered within single garments to create subtle depth and visual interest. Fabrication remains central, with a focus on tactile contrast and responsible material use, including the integration of surplus fabrics.

Womenswear is defined by silhouette, fabrication, and styling. Textural depth plays a central role, with cable knits and lightweight waffle constructions introducing a tactile richness, balanced by clean, considered finishes. Detachable collars allow pieces to shift effortlessly between expressions, while contrasting details are applied with restraint to create quiet points of interest. Silhouettes evolve with ease and intention, wrap skirts, wide-leg trousers, tailored Bermuda shorts, and occasion-led dresses are designed with a focus on fluid drape, natural movement, and soft structure. Relaxed linen-cotton tailoring brings a sense of summer lightness, bridging classic suiting with a more contemporary, effortless aesthetic. Athleisure-inspired sets further this direction, offering looks that balance comfort with understated polish.

The collection introduces our denim icons, defined by a commitment to craftsmanship, precision, and modern design. Built on more than 120 years of tailoring heritage and over 20 years of denim expertise, our signature fits are developed with a focus on refined proportions, balanced silhouettes, and everyday functionality. Each style is carefully constructed to ensure a clean, flattering fit that feels both contemporary and timeless. From slim and streamlined profiles to more relaxed silhouettes, the icon fits are designed to meet the needs of the modern wearer.

while maintaining the brand's unmistakable tailoring influence. Finished with distinctive washes and premium materials, they represent the foundation of Tiger of Sweden's denim collection.

Accessories and footwear extend the collection's narrative, reinforcing its material and conceptual direction. Footwear introduces updated casual silhouettes, including unisex loafers and sneakers with refined proportions designed to complement both tailoring and relaxed looks. Leather goods evolve through new textures and finishes, boasting waxed croco effects and updated colourways. Scarves and ties incorporate the season's print stories with club and block stripe motifs.

The colour story is grounded in a muted, earthy palette of soft mist, muted slate and white, punctuated by deeper accents of dalia red, deep blue and mauve pink. In essence, the collection presents a considered balance of innovation and restraint, where material exploration, refined tailoring, and tactile detailing come together in a cohesive seasonal expression. It delivers a modern, versatile wardrobe shaped by quiet confidence, functional elegance, and a distinctly contemporary sensibility.

[Click here to download the full lookbook](#)

ABOUT TIGER OF SWEDEN

Tiger of Sweden is a Stockholm based fashion house established in 1903. Our heritage is in tailoring, and with an emphasis on cut, shape and quality; innovation and craftsmanship have defined the brand for over a century. Headquartered in Stockholm, Tiger of Sweden's collections are sold globally, both online and at over 1,200 retail stores.

www.tigerofsweden.com

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