

TIGER OF SWEDEN

FALL WINTER 2024

TO FEEL

Tiger of Sweden showcases Fall Winter 2024 men's and womenswear collection, "To Feel", under the creative direction of Bryan Conway.

The extraordinary life and work of renowned artist and activist for peace and the environment Siri Derkert is the primary inspiration for Tiger of Sweden's Fall Winter 2024 collection.

Both as an individual and an artist, Siri Derkert has been a significant figure in Swedish cultural and moral life to this day; her legacy extends beyond her artistic achievements, playing a pivotal role during a transformative period in Sweden's history, contributing to its emergence in the world as a progressive force. The Sweden we observe today is born from this period of radical and challenging thought.

As an artist, Siri spanned many media and forms, even designing costumes for theatre and clothing collections, but it was her later work as a sculptor that underpins this collection. Sculptures that are textured, rich and abrasive, both in a literal and intellectual sense - a myriad of messages and feelings carved in concrete, patterns and shapes moulded, set and etched together.

Her most famous work, shown in the subway station at Ostermalmstorg, Stockholm, was conceived as a place of comfort and safety in the uncertain world of the mid-century, where Siri's messages of peace and hope were etched into the walls.

Reacting almost intuitively to the tactility of these works, the collection started with textures and patterns. It is a collection where the feeling of fabric drives the creative process. There is a nostalgic indulgence of classic fabrics and patterns brought together in harmonious clashes. Houndstooths in various colours and sizes, herringbones, bird's eyes, chalk and pinstripes, a collection of clothes with weight and feeling.

Swedish wool from Gotland has been woven into a large Prince of Wales check for menswear tailoring and exploded houndstooth for a structured tailored coat on women. Jumpers from childhood, Argyles and Fairisles knitted as if distorted through time, parts turned inside out, some sharp, some blurry, like memory.

The sense of comfort is channelled in a range of splittable garments, from full-length coats to a Harrington jacket and cargo trousers, while leather is explored for its opposite qualities. The functional hardness needed by the working artist was none more so than when drilling into the vast walls of the subway station. Skirts, cargo pants, utility belts and a shearling duffle coat are worn with heavy construction site winter boots for function and northern European weather.

Siri's perspective on the world and the role of art within it, advocating that art should be accessible and woven into the fabric of everyday life for everyone, resonates with Tiger of Sweden's ethos.

What should a Swedish heritage brand be today? For us, the answer comes from Sweden and Swedish values that Siri helped shape and Tiger of Sweden's history of making quality clothing accessible to the wider population at the turn of the last century and the emergence of the middle classes. Like Siri's art, it is for everyone, not for the elite few.

[Download press images here](#)

CREATIVE CREDITS FALL WINTER 2024

CREATIVE DIRECTOR Bryan Conway
PHOTOGRAPHER Alice Neale
MODEL Emmanuelle Lacou
MODEL Felix Cheong-Macleod
MODEL Laura Rudd
MODEL Mohammed Abubakar

Shot in mixed media artist Beatrice Hanson's studio in Stockholm.

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.

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