

TIGER OF SWEDEN

SPRING SUMMER 2024

SÖT!

Tiger of Sweden showcases Spring Summer 2024 collection, "Söt!", during Paris Fashion Week under the creative direction of Bryan Conway.

The Spring Summer Collection is named "Söt!", the naive, Swedish catch-all word for anything sweet or cute. This essence of "sweetness" and summer love informs the collection narrative, a romantic and nostalgic tale of summer, blossoming relationships, and the myriad of emotions intertwined with such experiences, the natural process of falling in love!

The collection plays with emotions and vulnerabilities, celebrating the good, the bad and everything in between. Shot by Ola Rindal in Stockholm, the campaign's location, visual notes and narrative are captured by the natural surroundings – the romance and softness of the greenery sitting next to the rugged contrast of rock and sky. Like the construct of an Abba pop song, what seems sweet and soft has a deep pool of emotional resonance.

"In essence, Spring Summer 2024 embraces not being afraid to show who you are - showing your true self with what you wear. This symbolic act of allowing yourself to be seen and be vulnerable is echoed throughout the collection." Bryan Conway, Creative Director at Tiger of Sweden.

Vintage Tiger of Sweden logos serve as the catalyst for a story steeped in memories. There are many nostalgic nods to the past, including trucker hats, deconstructed dungaree dresses and large leather bracelets – memory is quite literally woven into the designs.

Spring Summer 2024 is one of the most colourful collections yet boasting deliberately sickly-sweet hues and textures on a superficial level - a clever interplay of colours and finishes. The colour story is awash with neutral tones of light yellow, dust blue and pale pink, which sit next to vibrant contrasts of green grasshopper and rust orange.

Prints come courtesy of needle-punched hearts and overlaid hearts resting on the culturally significant Swedish grace porcelain print. Irresedent fabrics offer a playful addition to tonic shirts, trenchcoats and suits, offering modern tailoring inflected with a luxe indulgence.

The fragility of allowing yourself to be seen and be vulnerable is present through glimpses into the process and insides of garments, usually left hidden but now exposed. Tailored fabric developed to resemble horsehair canvas found in all jackets is seen in shorts and tailored separates, creating sharp, structured silhouettes, and our striped house lining is woven into luxurious wool suiting on womenswear. Denim is washed so heavily that it looks like it has been dragged through a field and constructed with a new triple stitching that promises a similar fit to tailored pants.

CREATIVE CREDITS SPRING SUMMER 2024

Photographer: Ola Rindal
Hair: Josefin Gligic
Makeup: Jeanette Törnqvist

Models:

Fiona Fredriksen
Yarin Gabso
Lukas Gomann
Nora Svensson
Henrik Karlsson
Anton Omondi

Streetcast:

Per Håkans
Mina Tavakoli
Hugo Bernhard
Viktor Agaton
Petrina Hinas
Zackarias Elwin
Josefin Ahlqvist Lyzwinski

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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