

TIGER OF SWEDEN

Spring Summer 2025

Tiger of Sweden showcases Spring Summer 2025 collection during Paris Fashion Week under the creative direction of Bryan Conway.

The recognisable style and personality of influential British artist David Hockney serves as the primary inspiration behind the Spring Summer 2025 Collection. Long merited a 'style icon', Hockney's enthusiasm for unabashed colour and pattern combinations don't merely stop at the edge of the canvas but extend into his exuberant wardrobe - often characterised by wide-rimmed round glasses, athleisure mixed with tailoring and an explosion of vivid mismatched colour contrasts.

A sense of wardrobing ease served as the driving force behind the creative process for the Spring Summer Collection. Relaxed tailoring is paired with classic rugby shirts and chinos, while suit trousers feature drawstrings, all reflecting a carefree approach to dressing. Nostalgic indulgence in classic fabrics and patterns, such as jacquard and tweed, are brought together in harmonious clashes.

The collection's palette pays tribute to the soft, sunlit pastels reminiscent of summer days. Retro colour accents are juxtaposed with neutral summer tones, with a clear emphasis on the use of blue throughout the collection, showcased in Triacetate fabrics and denim washes. Textures and prints evoke a nostalgic English elegance, with floral patterns, crochet, and suede seen in tailoring and occasionwear.

Accessories usher in the return of Tiger of Sweden eyewear with classic sunglasses shapes. Footwear celebrates archival archetypes with deck shoes in horsehair and classic loafer - complementing the carefree silhouettes seen throughout the collection.

David Hockney has not only redefined traditional concepts of art but set a precedent for contemporary fashion with his unconventional styling choices. While his offbeat wardrobe flirted with playful colour clashes, the silhouettes have always remained streamlined, elegant, and wearable—an ethos that resonates with Tiger of Sweden and will continue to do so.

The Spring Summer 2025 collection will be available in stores and at www.tigerofsweden.com from January 2025.

For images and press assets please visit [Tiger of Sweden's press portal](#)

CREATIVE CREDITS

Creative Director Bryan Conway
Photographer Jaime Cabrera Huidobro
Model Nikita Stsjolokov
Model Sara Eirud

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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