

# TIGER OF SWEDEN

SUMMER 2024

**The initial impetus of the Tiger of Sweden Summer 2024 collection began with an exploration of seminal wedding attire - with inspiration ranging from the Swedish King and Queen to Abba's Björn and Agnetha, as well as the alternative bridal style popularised by Bianca Jagger and Stella Tenant.**

Much of the collection's visual notes and design expressions stem from the 70s, with impeccably tailored suits boasting bold peak lapels, wide flared trousers and basket weave knitwear. A signature cream satin suit in both menswear and womenswear pays homage to this era, showcasing a sartorial elegance. Designs combine a hint of nostalgia interwoven with modern sensibilities.

The summer colour story is defined by muted tones of sandalwood, moonstone, mint and cream infused with rich accents of dark green, lustrous gold and burgundy. Irresedent fabrics add a playful expression to tonic shirts, shorts, dresses and suits, offering traditional tailoring codes inflected with a luxe indulgence evocative of wedding attire.

The collection succeeds in nurturing relaxed formal wear defined by cut, silhouette and craft.

The Summer 2024 collection will be available in stores and at [www.tigerofsweden.com](http://www.tigerofsweden.com) from May 2024.

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

## ABOUT TIGER OF SWEDEN

Tiger of Sweden is a Stockholm based fashion house established in 1903. Our heritage is in tailoring, and for more than a century, Tiger of Sweden has stood for style with purpose. Dressing people for whom true style is about the confidence to be themselves. Tiger of Sweden was first to bring ready-to-wear tailoring to Sweden, making the suit accessible not solely for the wealthy elite, but also for the everyday person. With an emphasis on cut, shape and quality; innovation and craftsmanship have defined the brand ever since. Headquartered in Stockholm, Tiger of Sweden's collections are sold globally, both online and at over 1,200 retail stores.

## CONTACT

Tiger of Sweden, Ebba Östberg  
ebba.ostberg@tigerofsweden.com | +46 76 316 49 97

Tiger of Sweden, Ella von Knorring  
ella.knorring@tigerofsweden.com | +48 703 321 102

