

TIGER OF SWEDEN

SPRING SUMMER 2023

Fabulous You, Beautiful Me

Tiger of Sweden returns to London Fashion Week to present the Spring/Summer 2023 Menswear and Womenswear Collection, created under the direction of Creative Director Bryan Conway.

"We all have a moment of realisation about ourselves. The person I was, the person I am and the person I want to be. This story is about me, but it is also about you, about all of us, and it is also about Tiger of Sweden" - Bryan Conway.

Inspired by a photograph of a seventeen-year-old Conway in Spain, the collection celebrates chasing the sun and fun in all shapes in which it comes; the sensory experiences one assimilates with a package getaway - distorting the view of what is considered good and bad taste.

Shot in Mallorca with a cast of models and local inhabitants, the collection campaign shot by Daragh Soden showcases portraits of high glamour with an atmospheric note of tourism culture associated with the all-inclusive holiday.

"As time and tastes move on, there will be a period of pain and anguish before we can accept that we all have skeletons in our closet, which can be dusted off, embraced, and maybe loved a little bit again" - Bryan Conway.

Nostalgic nods are seen throughout - revisiting archival designs synonymous with Tiger of Sweden's DNA. The iconic Tiger head belt returns with reimagined design details, honouring design heritage whilst reshaping the brand aesthetic.

The collection forges a new playful path with spirited silhouettes perfectly offset with elevated designs rooted in Swedish minimalism. A contemporary muted colour palette of white, cream, grey and black sits next to vibrant accents of neon orange, aqua, fire and gold with statement prints courtesy of polka dots and animal print.

The joy of dressing up and the freedom of expression are echoed in the bold silhouettes, which sits in juxtaposition to the refined elegance of more minimalist cuts - both complementing the past but reimagining a new design approach.

In essence, the collection enforces the view that regardless of taste and time, the boundless escapism of dressing up and truly enjoying your clothes and the moments when you are wearing them remains and always will!

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.

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