

# STHLM FASHION WEEK BY BERNS

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**Major Swedish fashion brands ready for Sthlm Fashion Week by Berns**  
*Acne Jeans and Filippa K have chosen Sthlm Fashion Week by Berns as the arena in which to present their Autumn/Winter 2008 collections. With the participation of these major Swedish fashion brands, Sthlm Fashion Week by Berns is reinforcing its position as the obvious place to see and be seen during the fashion week in Stockholm.*

For every season that passes, companies have been showing more and more interest in participating in Sthlm Fashion Week by Berns. During the latest fashion week which was held in August, more than half of all collections were displayed within the scope of Sthlm Fashion Week by Berns. To date, Sthlm Fashion Week by Berns has focused mainly on collections from the most interesting small and medium-sized Swedish fashion brands, but now a targeted initiative – which includes bringing the event forward in time to the last week of January – has resulted in Acne Jeans and Filippa K opting to join in with the event. And with that, some of Sweden's biggest, most internationally renowned fashion brands will be represented at Sthlm Fashion Week by Berns in January.

“The fact that these two major Swedish fashion brands of international repute have opted to take part is really fantastic and means a lot to the project. As well as their participation underlining Stockholm as a city for fashion and providing support for the fashion week in Stockholm as a whole, it is a great testimonial to the event that is Sthlm Fashion Week by Berns. It further reinforces our position as the central platform during Stockholm fashion week,” says Joakim Brännström, project manager for Sthlm Fashion Week by Berns.

The fashion brands currently confirmed for Sthlm Fashion Week by Berns include Acne Jeans, Filippa K, Whyred, Hope, Carin Rodebjer, Carin Wester, Minimarket, Hunkydory, Fifth Avenue Shoe Repair, Resteröds and Cheap Monday. Shows held during Sthlm Fashion Week by Berns will be taking place at Berns Salonger or in the nearby, and are listed in Bon magazine's guide to Sthlm Fashion Week by Berns, the official schedule.

“We have noticed a constant increase in the amount of international interest in Sthlm Fashion Week by Berns from the media and buyers. With Acne Jeans and Filippa K scheduled to appear, this fourth edition will have even more of a breakthrough on the international market,” says Joakim Brännström.

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**Sthlm Fashion Week by Berns is a partnership between Berns Salonger, Patriksson Communication and Bon, aiming to support the development of the Swedish fashion industry. The Organising Committee for Sthlm Fashion Week by Berns is made up of representatives of Berns Salonger, Patriksson Communication, Bon and the Creative Director of Peter Andersson Production. Fieldwork is responsible for production and Bsmart are the official photographers and suppliers of images.**

For the second season in a row, Max Factor is the main sponsor of Sthlm Fashion Week by Berns. This cosmetics brand has a tradition of working in partnership with international fashion weeks, including acting as one of the main sponsors for Milan Fashion Week. Max Factor is not only an important part of Sthlm Fashion Week by Berns in its capacity as a sponsor for the entire event; but also because the company is responsible for the show makeup for a number of the fashion brands taking part.