

# STHLM FASHION WEEK *by* BERNIS

Stockholm, 19<sup>th</sup> June 2008

## **HRH Princess Madeleine - Patron of Sthlm Fashion Week by Berns**

***HRH Princess Madeleine is to become patron of Sthlm Fashion Week by Berns ahead of this summer's edition of the event. This announcement will afford greater distinction to Sthlm Fashion Week by Berns, and is of significance for the Swedish fashion industry as a whole.***

Sthlm Fashion Week by Berns works to promote Swedish fashion on the international scene, and the decision by HRH Princess Madeleine to support this event will serve to further reinforce these efforts. Her royal patronage will commence in conjunction with this summer's edition of Sthlm Fashion Week by Berns, and initially be for the period up until 2012.

"Sthlm Fashion Week by Berns is an important platform on which Swedish fashion brands have the opportunity to present their products to international media and buyers. We are delighted that HRH Princess Madeleine has accepted the role of Patron – this announcement not only adds greater distinction to the event as a whole, but it is also an important confirmation of the Swedish fashion industry's significance," says Yvonne Sörensen Björud, CEO, Berns Group.

Sthlm Fashion Week by Berns takes place between 30<sup>th</sup> June and 2<sup>nd</sup> July, and comprises fashion shows by Sweden's most exciting fashion brands. The schedule is available at [www.sthlmfashionweek.com](http://www.sthlmfashionweek.com)

For further information, please contact Sara Risberg, Patriksson Communication, +46 8 528 00 590 or [sara@patrikssonpr.com](mailto:sara@patrikssonpr.com)

**Sthlm Fashion Week by Berns is a collaboration between Berns Salonger, Patriksson Communication and Bon, to support the further development of the Swedish Fashion Industry. Sthlm Fashion Week by Berns' Organising Committee consists of representatives from Berns Salonger, Patriksson Communication, Bon and Creative Director Peter Andersson.**

**Max Factor is the main sponsor of Sthlm Fashion Week by Berns. The make-up brand has a tradition of collaborations with international fashion weeks, among others it is one of the main sponsors for Milan Fashion Week. Additional support provided by Mercedes-Benz, Electrolux Husqvarna and More Water.**