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Press Release

Fashion Week by Berns Strengthens Its Position as One of the Top Fashion Weeks in Northern Europe

Fashion Week by Berns is reinforcing its position as one of the leading fashion weeks in Northern Europe, showcasing many high-class designers. Swedish fashion continues to grow internationally and Fashion Week by Berns is happy to welcome several famous guests from the fashion industry.

The eighth installation of Fashion Week by Berns will take place Monday June 29 to Wednesday July 1, 2009. In addition to the top Swedish fashion brands we welcome back prominent Danish fashion design.

"The Scandinavian fashion industry remains strong both at home and abroad. However, it is important to focus on the creative efforts to further enhance the awareness of Scandinavian fashion design globally. Therefore we are happy to launch another week with forward-thinking collections through Fashion Week by Berns" says Yvonne Sörensen-Björud" Chair of Fashion Week by Berns and CEO of Berns Salonger.

The collections are sure to appeal and enthuse, as Berns has the honour of presenting the very best of what Scandinavia has to offer at the moment, with designers such as Fifth Avenue Shoe Repair, Hope, The Local Firm, Cheap Monday, Dagmar, J. Lindeberg, MiniMarket, Bertoni, Islaet, Ida Sjöstedt and others. Moreover the awarded Noir et Blanc, Odeur and Lagom are all doing runway shows at Berns for the first time.

The Mercedes-Benz Young Fashion Industry Award, an open contest for designers with less than five years in the business, has received an exceptionally large number of high-class applications. We can promise a stunning runway show of six final brands competing for the honourable prize of a runway show at Berns in February 2010.

"We are very happy to experience the large interest of foreign press and buyers, especially from UK, Denmark and Germany. This year we are also delighted to receive celebrated guests from the international fashion scene such as famous American stylist Mia Morgan and the British trendsetter Pixie Geldof, among others" says Keri Vignola Ingvarsson, Executive Producer of Fashion Week by Berns.

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Fashion Week by Berns is sponsored by Max Factor and Mercedes-Benz and receives further support from Coca Cola Light , Eurocard, Stockholm Business Region and Visit Sweden. Fashion Week by Berns has been developed in order to support Scandinavian brands in export. Fashion Week by Berns Organizing Committee consists of representatives from Berns, Patriksson Communication, Bon and Peter Andersson Production.