



### **Press Release**

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## **An Eventful Program during Fashion Week by Berns**

**Following an inauguration by the Fashion Icon and Countess Marianne Bernadotte of Wisborg and an opening show by Dagmar the schedule will continue with several inventive and exciting events. The week has received new local support from Stockholm Business Region and Visit Sweden and attracts widespread international interest.**

Fashion Week by Berns schedule will include impressive and dynamic fashion shows and presentations by Dagmar, Islaet, The Local Firm, Noir et Blanc, Odeur, Cheap Monday, Nhu Duong, Säby, Lagom, Hope, Fifth Avenue Shoe Repair, J. Lindeberg, Whyred, Ida Sjöstedt, Bertoni and further more.

Despite the challenging financial times with which the eighth season of Fashion Week by Berns coincides, there continues to be vast global interest from press, buyers, and celebrities. Magazine representatives from among others Vogue Nippon and Sunday Times Style, buyers from Selfridges in London, and celebrity stylists such as Mia Morgan from the US will convene in Stockholm for Fashion Week by Berns.

“It is fantastic that we have such a busy week in these times of financial constraints. The local Swedish fashion press is fully supporting it and hopes for its future continuation. Fashion Week by Berns has become a significant and unifying program for Swedish fashion. Its runway shows are of high international standard and the week also provides an important way for new and forward thinking fashion designers to expose their collections before an international audience” says Cia Jansson, Fashion Director, Swedish Elle.

The financial climate has resulted in more varied and creative events than in previous seasons, says Annika Frisch, Marketing Director of Fashion Week by Berns.

“Some designers choose to do intimate exhibitions where the press and buyers can get up close for exclusive views of the collections, while others are investing more with shows in the spacious and beautiful venue of Berns Salonger” says Annika Frisch.

Exceptional design will characterise the Mercedes-Benz Young Fashion Industry Award presented by Super Model of the Year 2008 Lydia Hearst and including shows by five talented finalists. In addition to sponsorship from Mercedes-Benz and Max Factor, both Visit Sweden and Stockholm Business Region have chosen to invest in the programme.

“We are noticing a considerable growth in the international interest for the week, which represents excellent promotion. Therefore, we are happy to strengthen it with our support” says Thomas Brühl, VD Visit Sweden.

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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 founding partners consists of Berns, Patriksson Communication, Bon and Peter Andersson Production.