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Design in Stockholm – Fashion

Scandinavian design goes deeper than just mere aesthetics. The principles of Scandinavian design extend to a way of living and thinking. Beauty and Function. Quality and Affordability. Simplicity and Innovation. Along with sustainability and attention to detail, these are the essential components behind every sketch, every hem and every cuff in Swedish fashion.

Dagmar

Dagmar is a contemporary brand for the contemporary woman. Classic cuts, sustainable fabrics and expressive knitwear characterize Dagmar's clothing. Their knits are artistic, innovative and carry a noticeable distinctiveness to them. They have that something that makes them pop in a room. houseofdagmar.com

Sandqvist

Sandqvist produces backpacks, bags and accessories. Their bags can be spotted hanging from the backs and shoulders of many of Stockholmers. Sandqvist has become a staple of Swedish urban life and fashion. Their designs are uncomplicated, functional and above all beautiful, which is the magic recipe for anything Swedish-design related. sandqvist.com

Ida Sjöstedt

Fashion designer Ida Sjöstedt has evolved from a fresh rising star to an established name within the Swedish fashion industry. Her collections combine ready-to-wear and couture dresses for private clients. Ida's signature style of tasteful kitsch made her the recipient of the Designer of the Year award by Elle Magazine in 2016. idasjostedt.com

Stutterheim

Stutterheim does not only draw inspiration from the gloomy Swedish weather, it ingeniously embraces it. Stutterheim turns the somewhat melancholic Swedish climate into a source of creativity. Their raincoats are stylish, functional, sustainable and handmade. The best part is that they look just as great on rain-less days so you can wear them all the time, any day. stutterheim.com

Whyred

Whyred is a Stockholm-based fashion house, known for producing wearable garments with a modern touch. In other words, well-made fashion inspired by classic and historical garments, yet reinvented with a bit of a twist and innovative materials. whyred.com

John Sterner

John Sterner is the latest project by Alexander Stutterheim, the creator of Stutterheim. Both brands have the same principles, a clear focus on quality and thoughtfulness; a countercultural reaction against disposable fashion! John Sterner only carries one thing on its menu, the most refined and elegant knitwear you will ever find. johnsterner.com

Acne

Acne Studios has taken the fashion world by a storm and has singlehandedly put Swedish fashion on a sartorial pedestal. Acne is a fashion house with a unique multidisciplinary approach. It has become a well-respected creator of ready-to-wear, magazines, furniture, books and exhibitions. Essentially, Acne encompasses all things art and design. If you are here only for the fashion, be prepared for avant-garde eclectic materials and out-of-the-box tailoring. acnestudios.com

Fjällräven

Swedes have a profound love affair with nature. One could argue that nature is the muse behind most Swedish design. Fjällräven develops products that make it easier for people to enjoy nature. Even though the brand has gained international popularity in metropolises the world over because of their vibrant/adorable backpacks, their main focus still remains on creating functional, timeless and durable quality equipment. fjallraven.se

Rodebjer

Rodebjer was founded in New York by Swedish designer Carin Rodebjer. After she was spotted on the streets of Manhattan wearing her handmade designs, she started selling her fashion to friends and stores in New York and in Stockholm. Rodebjer's clothes are feminine yet full of character and assertiveness. Here you will find slouchy suits, drapery caftans and easy-to-wear dresses and kimonos – clothes that easily move from day into night and from work to leisure. rodebjer.com

Filippa K

Filippa K combines classic craftsmanship with modern knowledge. In terms of aesthetics, the core of the brand is a juxtaposition of tailoring and modern sportswear. In terms of strategy and ideology, the core of the brand is sustainability. Filippa K's goal is to create less and better clothes and renewing those that are no longer used. filippa-k.com

Nudie

Nudie Jeans is a brand with a commendable vision, their dedication to sustainability. Their jeans are made entirely of organically-grown and harvested cotton. And, as if that were not enough, they have also created Nudie Jeans Repair Shops, where their jeans can be repaired, resold as second-hand or even donated to the Nudie Jeans recycling program. nudiejeans.com

Anna Holtblad

Anna Holtblad is acknowledged as one of the pioneers of contemporary Swedish fashion. Her designs have been around for quite some time now and yet they still remain as timeless as ever. Anna has garnered many design awards throughout the years and is particularly known for her use of powerful accented colours and iconic knitwear. annaholtblad.com

Swedish Hasbeens

Swedish Hasbeens, some might call them retro and some might call them the revival of a classic. Swedish Hasbeens pay homage to the 70's and their clogs, bags and belts are all based on original models of the era. All clogs are handmade in the old traditional way and in the same small factories that have been making these shoes for decades. swedishhasbeens.com

Mini Rodini

It is never too early to start expressing ourselves. Mini Rodini is a Swedish clothing brand created by illustrator and artist Cassandra Rhodin. Mini Rodini is inspired by children and their limitless imagination. The clothes are colourful and splashed with playful patterns. These are high quality, sustainable garments that are fun and meant to enable kids to express their personalities through fashion. minirodini.com

Efva Attling

Efva Attling's jewellery became popular among Sweden's most fashionable people from the get-go, much due to its simplistic and thoughtful design. Shortly after their successful launch, the list of wearers kept on extending until reaching international status. Like the history of many trends, Madonna wore one of the pieces first and then the rest of the celebrity world followed. Today, Efva's jewellery is one of Sweden's most well-known jewellery brands. efvaattling.com

Urbanears

Urbanears are known for their fashionable and bright colored headphones, designed to provide an immersive and sharp sound experience to its users. Designed with a meticulous understanding of how headphones are used and worn, they are designed to feel more like clothes than chromed plastics. urbanears.com

Happy Socks

Happy Socks have become a phenomenon. The brand was started in Stockholm by two friends who wanted to transform an everyday necessity, something as mundane as socks, into colourful and well-crafted design objects. Ever since, these socks and their bold and quirky prints have spread joy and brightened dull outfits all over the world. happysocks.com

Happyplugs

Happy Plugs are designed in Sweden, a country known for both its fashion and its music scene. Happy Plugs was born with the ambition of transforming essential tech accessories into fashion must-haves. Their headphones are simple and elegant, but still fun and affordable. And, like in fashion, new collections and fresh looks are added every season. Also, their packaging is incredibly cool. happyplugs.com

Tiger

Tiger of Sweden first started off as a classical menswear brand. Today, Tiger of Sweden is known for developing suits with a new and edgier cut, suits meant for the modern and the urban. Their line of products include clothes, shoes and spectacles for both women and men. tigerofsweden.com

Oscar Jacobson

Classic, classic, classic. That is what you will get at Oscar Jacobsson. This century-old brand has mastered the perfect cut in men's tailoring, and put equal focus on the fabric as the fit itself. oscarjacobson.com