

Press Release

25<sup>th</sup> November 2005

## Designer trees create a festive feel at Hotel Birger Jarl

**After last year's success, the four star Hotel Birger Jarl has once again decided to invite ten of Sweden's leading fashion designers to use their imagination and creativity in leaving their highly personal stamps on their individual Christmas trees.**

- *I'm absolutely delighted that we will once again be bringing some of Swedish style and design's leading figures together and posing new artistic challenges for them. I think everyone is just as excited this year as they were last year to see the ways in which innovation are merged with old traditions," says Marianne Hultberg, Managing Director of Hotel Birger Jarl.*

The hotel's Swedish-designed lobby will once again be transformed into a sparking, colourful forest of Christmas trees. Guests and the public alike will be met by an exciting and unexpected cavalcade of festive revelations throughout December.

- *"My tree has been attacked by hibernated roses and is now clad in a glamorous Christmas gown. The tree is decorated from head to toe in glittering red roses with glittering green leaves - quite simply, an orgy in glitter," says Camilla Thulin.*
- *"My tree is called Snow White and is clothed completely in white. The branches have been decorated with organdie and jewellery, and at the centre of the tree, I have placed a mannequin. The name, Snow White, can also be taken to symbolise me, and the seven dwarves, my creative colleagues, because we always work together as a team," continues Gudrun Sjöden.*

The unique Christmas tree creations are the fashion designers' personal interpretations of Christmas and will be on display to the public in Hotel Birger Jarl's lobby daily from Tuesday 29<sup>th</sup> November until Christmas.

Hotel Birger Jarl, in cooperation with Cosmos Records and Swedish band, Donia, has commissioned a group of Swedish artists - Bo Sundström, Papa Dee, Jessica Folcker, Awa Manneh, Stephen Simmonds, etc., - to perform their stripped down versions of our best loved Christmas songs on an album to be launched in conjunction with the premiere of the unique Christmas tree exhibition on 25<sup>th</sup> November. The Christmas CD will be in the shops from Tuesday 29<sup>th</sup> November.

Hotel Birger Jarl has, in the past, asked well-known interior designers and architects to decorate guest rooms and other areas of the hotel. The hotel's Swedish profile was also strengthened when some of the hotel's designer suites were set to specially written music, performed by a number of Swedish music personalities. The music is available on the "Miss Dottie" collection CD, which was released in the spring of 2004.

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Hi-res pictures are available for download at [www.birgerjarl.se/press](http://www.birgerjarl.se/press)

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## Designers taking part in this year's Christmas tree exhibition

**Camilla Thulin**, is a designer, creator and entrepreneur. The basis of her work, for the past 10 years, has been her role as costume designer for the Stockholm City Theatre and the Göteborg Opera. She has also designed her own collection of ladies' underwear for Miss Mary of Sweden, and Camilla is also in the news right now with her recently published book of inspiration, "Style".

**Carin Wester** started her own clothing label, Carin Wester, in 2003. 2003 was also the year when Carin gained a degree at the Beckman College of Design, and she has since also worked as a designer for both Paul & Friend and H&M. Earlier this year, she was declared Newcomer of the Year by the magazine, ELLE.

**Ella Soccorsi, Camilla Sundin and Claes Berkes** make up the designer trio that founded Nakkna in 2003. They established themselves on the international scene in 2004 and were also awarded the title of Newcomer of the Year by the magazine, ELLE, that year. Nakkna do not want to be retro, preferring to focus strongly on cut, line and shape.

**Fredrik Blank and Åsa Göransson** are the duo who founded ÅF Blank together in 2000. Their collections always offer plenty of surprises and the keywords for Blank design are hard, tailored and mixed. In 2004, they were declared Designer of the Year at the ELLE gala.

**Greger Hagelin** is the founder and Managing Director of the We clothing label, which was founded in 1999. We produce everything from basic garments to more unusual ones. The name, We, is not just about and does not just symbolise clothes, it aims to create a We feeling.

**Gudrun Sjödén** originally comes from Östhammar, but nowadays lives in Stockholm, where she has been running the well-established brandname, Gudrun Sjödén Design, for many years. The company has grown over the years in both Sweden and Europe, and in 1981, Gudrun launched a mail order business. Her interest in soft, natural materials, strong colours and abstract patterns developed whilst she was taking the Textile and Fashion course programme at Konstfack, The University College of Arts, Crafts and Design. In 2003, Gudrun celebrated 40 years as a designer.

**Göran Alfredsson** trained at Les Ecoles de la Chambre Syndicale de la Couture Parisienne. He has been running Thalia for several years now, designing his silken evening dresses and bridal gowns. This year, he celebrates 25 years as a designer.

**Kiki Wallmansson** bought the SVEA brandname in 1999, when she was the head of design at JC, as nothing more than a hobby project. Since 2001, Kiki has been working flat out and full time on the SVEA label and it has proved a huge hit with young girls and women.

**Maria Erixson** is the girl from Gothenburg who founded Nudie Jeans in 2001. The lifestyle concept and product quality soon made Nudie Jeans a success, and at this year's ELLE gala, she was nominated for the Jeans Designer of the Year award. Maria draws her inspiration from such sources as films and concerts. She has also previously worked as a cartoonist and as a designer at JC and Lee.

**Pär Engsheden** trained at the Beckman College of Design. He designs evening dresses, bridal gowns, and men's and women's suits, preferably in natural materials such as wool and silk. He received the Nordic Design Prize in 1998, when the citation read, "A strong sense of quality, a respect for craftsmanship, and a profound knowledge of the art of cutting and tailoring."