

Press Release
Stockholm, 30 November 2006

High Fashion Trees at Hotel Birger Jarl

On Thursday 30 November, the Hotel Birger Jarl opened its traditional Christmas tree show. Ten of Sweden's most colourful fashion personalities have interpreted Christmas in fascinating, fantasy-filled and highly personal ways. The stylish trees will be on display in the hotel lobby until just after Christmas Day.

"We identified the Swedish Design niche early on. As a privately owned hotel it is especially critical that we market ourselves in an unconventional way. The Christmas tree show is yet another activity that reinforces our image and has become an event that is truly longed for and appreciated. We are naturally delighted and curious, anticipating the creations of this year's fashion designers," says Managing Director Marianne Hultberg, Hotel Birger Jarl.

Following up on the successes of previous years, the four-star Hotel Birger Jarl has again asked the shining stars of fashion to use their fantasy and creativity to combine tradition with a new approach. This year, new talent, illustrators, and fashion writers have joined legendary fashion designers. A dynamic combination of surprising Christmas-tree creations welcomes the hotel's guests in the Swedish-design lobby—transformed this week into a glittering and colourful Christmas-tree forest.

"Partying and glamour inspire our tree," says Margareta van den Bosch, head designer, H&M.

"We have named our tree Livets trål (the Trawl Net of Life), and it symbolizes the history of the family. It is inspired by our Fall/Winter Collection 2006, called 'A Fisherman's Wife Goes Glamour,'" says Karin Söderlind, designer, Dagmar.

The exhibition at Hotel Birger Jarl is an experimental explosion of colour, form and materials in which the fashion designers' unique interpretations of Christmas are on centre stage.

Hotel Birger Jarl was built in 1974 and is located on Tulegatan 8, between Birger Jarlsgatan and Sveavägen in Stockholm. Hotel facilities include 235 rooms, conference facilities for 150 people, 5 group rooms, a banquet suite for up to 150 people, breakfast room, lobby bar, restaurant, gym, sauna, and garage. Hotel Birger Jarl has established a well-defined design image by asking famous interior decorators and designers to decorate rooms and other areas of the hotel. Further reinforcing the Swedish image, composers have been asked to set some of the hotel's design suites to especially composed music, performed by a number of well-known Swedish musicians. The music is collected on the album, *Miss Dottie*, which debuted in 2004. This year the album has been updated in anticipation of the Christmas tree show.

High-resolution pictures of the Christmas trees and their designers can be downloaded from www.birgerjarl.se/eng/press.html

For further information, please contact:
MICAEL BINDEFELD AB
David Amberton, Press Contact
Switchboard: +46 8 667 6700
Direct: +46 8 545 68575
Mobile: +46 70 760 4500
david@bindefeldab.se

HOTEL BIRGER JARL
Marianne Hultberg, Managing Director
+46 8 674 18 00
+46 70 982 3587
marianne.hultberg@birgerjarl.se

FASHION PERSONALITIES IN 2006

ASTRID OLSSON AND LEE COTTER – FIFTH AVENUE SHOE REPAIR

Astrid Olsson is the fashion designer and founder of the clothing label Fifth Avenue Shoe Repair along with Lee Cotter. In 2003, Astrid won the KappAhl Design Award with her "To Be a Dandy" collection. Astrid Olsson was also nominated that year to the Newcomer of the Year prize awarded by ELLE magazine. Lee Cotter designs the label's men's collection and is part owner and creative director of the new design department at PUB called Awesome Rags. Lee was named Newcomer of the Year 2006 by Café Magazine.

KARIN SÖDERLIND, KRISTINA TJÄDER and SOFIA MALM – DAGMAR

In 2005, the three sisters from Göteborg launched the Dagmar label, named after their grandmother Dagmar, who was a seamstress. The same year, Dagmar was named Rookie of the Year during Stockholm Fashion Week and was the first fashion label to receive Garbohatten, the new prize awarded by PUB department store. Dagmar was also voted Newcomer of the Year at the ELLE gala.

LINNEA BRAUN – THE SHIRT FACTORY

Linnea designs for the Shirt Factory, founded in 1988, with the goal of creating fashionable and high-quality shirts at a competitive price. Linnea's work at the Shirt Factory started as a hobby but is currently a wholehearted effort, and the company has approximately thirty employees.

LISELOTTE WATKINS

Liselotte is an illustrator educated at the Art Institute in Dallas, Texas. Between 1995 and 2000, Liselotte worked in New York for a number of clients. She illustrated weekly ads for Barneys New York in the New York Times and for Bergdorf Goodman, and she designed t-shirts for Anna Sui. In Stockholm, Liselotte continues to work internationally. Her fashion drawings have been visible in every edition of British Vogue since the beginning of 2001. In January of 2003 she was awarded the annual Modemediepris by Swedish ELLE magazine.

MARGARETA VAN DEN BOSCH

Margareta van den Bosch has been head designer at H&M since 1987. Margareta is on the ELLE gala jury to select the Newcomer of the Year in Swedish design and is a board member at Beckmans, where she has also been a teacher. Margareta is one of Sweden's most popular bosses according to Dagens Industri and won Damernas Värld magazine's prestigious design prize, Guldknappen, in 2001.

PER HOLKNEKT – ODD MOLLY

Per Holknekt is designer and founder of Odd Molly, which won in prêt-à-porter at the International Baltic Fashion Awards in the German city of Heringsdorf four years ago. Per was voted Merchandiser of the Year in Swedish fashion in 1997. In 1999 he was named Rookie of the Year at Magic Show, the world's largest fashion fair in Las Vegas.

ROHDI HEINTZ

Educated at Slöjdföreningens skola i Göteborg (now known as HDK, the School of Design and Crafts at Göteborg University), Rohdi was employed in 1963 by the Wettergrens ready-to-wear company, where he became head designer. Heintz's men's collection has been launched in the United States and Japan. In parallel with his own business, Rodi has served as design manager for companies such as the Björn Borg Design Group and the Finnish company PTA Oy. Rohdi is a member of the Designers Collective in New York. He was the first winner of Guldknappen, Sweden's top design prize, in 1982.

SOFI FAHRMAN

Sofi Fahrman is a fashion guru and currently working as fashion editor for Aftonbladet Klick. She hosts Sofis mode (Sofi's Fashion) on Channel 7. Sofi has worked at ELLE and has been named Best Dressed Woman in Sweden by Café magazine.

WANJA DJANAEFF

Wanja is a fabric designer and has worked in textiles since the 1950s. She started her career at Almedahls where she created the Svan design and went on to head design at NK Design Group. In addition, Wanja designed the Olympic Games collection in 1974 and has been head of the Strömma textile factory in Norrköping. She also works for Svenska Designbyrån and has served as a project manager, teacher, and professor in textile design at Konstfack, the University College of Arts, Crafts and Design.

ÖRJAN ANDERSSON – CHEAP MONDAY

Örjan Andersson is a designer of jeans and the man behind Cheap Monday and the Weekday shops. In March 2004 he launched the first Cheap Monday jeans and has sold 250,000 pairs along with t-shirts and other articles of clothing.

Christmas Tree Show Information

Decorating the tree is an annual tradition at Hotel Birger Jarl. For the third year in a row, some of Sweden's most famous names in fashion come to decorate and name their own trees.

Marianne Hultberg, managing director of Birger Jarl, originated the idea of the Christmas tree show. Marianne believes it is important to create a unique image in the face of toughening competition, but also that the show is an enjoyable way to observe traditions.

The first year, 2004, Gunilla Pontén, Johnny Johansson (Acne), Bea Szenfeld, Christer Lindarw, Anna Holtblad, Lars Wallin, Carin Rodebjer, Roland Hjort (Whyred), Ida Sjöstedt and Marina Kerekliou each designed a tree.

The second year, 2005, Camilla Thulin, Carin Wester, Nakkna, Fredrik Blank and Åsa Göransson (Blank), Greger Hagelin (WE), Gudrun Sjöden, Göran Alfredsson (Thalia), Kiki Wallmansson (SVEA), Maria Erixon (Nudie Jeans) and Per Engsheden made Christmas tree creations.