

Press Release 2009-02-11

## **camilla norrback Launches the Autumn/Winter Collection for 2009 at PUB Thursday February 12th**

### **Autumn/Winter 2009 – "Northern"**

The autumn/winter collection for 2009 is inspired by the Nordic heritage and the northern climate. The TV drama Twin Peaks has also contributed some of its subdued, dark impression on the collection.

Dark colors and a coarse feeling meets soft femininity, for instance in the luxurious pleated garments. The collection has a wide range with many party dresses as well as basic garments. The silhouettes are both slim and generous, with a fifties feeling.

Base colors are black, brown and gray accented with turquoise-green, peach and aubergine. Like previously camilla norrback uses ecological cotton, alpaca, luxurious cashmere and silk. The new material for this year is bamboo which is used in the collections basic garments. camilla norrback always puts a lot of effort into introducing new innovative materials and processes and this season a new resource-economic coloring method has been used: one of the series is fully garment-colored. This means the garment is colored after the sewing is complete, which greatly reduces the amount of coloring since no spill-over fabric is colored.

The immensely popular owl sweater from 2006 makes a comeback in an updated version. The owl is also present in the prints in the form of owl's wings.

Also new for this season are shoes! camilla norrback introduces a shoe with a wedge heel in black and brown leather and aubergine suede. The shoes are made in naturally tanned leather with soles in rubber from recycled car tires.

The autumn/winter collection "Northern" is shown at PUB, floor 3, 12 February at 18:30. After the fashion show there is a vernissage at restaurant Republik in celebration of camilla norrback's ten years in the fashion business.

### **The Year 2009**

#### **camilla norrback Celebrates 10 Years With a Retrospective Photo Exhibition at PUB**

camilla norrback celebrates ten years in the fashion business with a photo exhibition in collaboration with Ann-Katrin Blomqvist, the photographer who has shot all of Camilla's collections. The photos capture camilla norrback's classic and ageless style as well as both Camilla's and Ann-Katrin's progress over the years. camilla norrback's exhibition at restaurant Republik in the PUB building opens on February 12th and goes on for one month.

#### **camilla norrback Selected for Topshop's New Store Concept Edit**

During 30 days in March and April camilla norrback will be sold at the new Topshop Edit, a time-limited store concept in Topshop's flagship store on Oxford Circus in London. A selection of designers from around the world will display and sell their collections, among those camilla norrback.

**camilla norrback Participates in the EU Project Gateway to Japan**

camilla norrback is one of the 40 European companies selected to participate in the EU program "Gateway to Japan" taking place in Tokyo at the end of March. The participants have been selected based on their potential for success in Japan, and during one week in Tokyo they will be presented to the market and make valuable new contacts. The purpose of the EU project is to increase the export to Japan.

**camilla norrback Participates in the Exhibition Fair Fashion? at the Nordic Museum**

camilla norrback's spring/summer collection for 2009 is displayed at the exhibition Fair Fashion? on fashion and sustainability. The exhibition is held at Stockholm's Nordic Museum from 18 February to 23 August.

**camilla norrback at +46**

March 7 sees the opening of +46 at pub (floor 3), a clothing store with twelve Scandinavian designers with their own spaces in the 350 square meter store. The store is a collaboration with between the 12 brands and the fashion platform +46.

**New Markets**

During 2008 camilla norrback's strongest growth was in the Benelux countries. The brand continues to grow in 2009 with focus on Germany and Austria where a new agent has been appointed. During this year the markets in Asia and North America are also expected to grow, in spite of the recession.

**About camilla norrback**

The brand camilla norrback is sold by independent retailers in Sweden, Norway, Finland, Denmark, Great Britain, Belgium, Holland, France, Germany, USA, South Korea and Japan.

<http://www.camillanorrback.com>

**For More Information**

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