

Are you Swedish? proudly presents:

DAGMAR

Lace and mini skirts surprise in Dagmar's new organic collection

Dagmar's spring and summer collection 2009 organic line, is made of 100 percent organic cotton. The patterns are unique for being made of organic material. Amongst other interesting items, the collection presents a black lace dress, a mini cocktail dress as well as a traditionally fine-knitted cardigan and a dress which is inspired by the significant patterns of rattan. The collection also includes a couple of T-shirts, one of which has a print describing a dancing movement, as dancing is the main source of inspiration for Dagmar's collection this spring. The eco line is as 'Dagmar' as you are used to: arty, luxurious, cool, exceptional and feminine.

Sustainability as design philosophy

Since the very start, Dagmar's prime design philosophy has been all about high quality and good sustainability - from the right choice of material and producer to the production of long lasting garments.

- A beautiful mix evolves when the fine lace is combined with the organic cotton yarn, says Dagmar's designer Kristina Tjäder. I love using contrasts in everything we produce. And to work in an environmentally friendly mode isn't just about using organic material. To Dagmar, the whole picture is important - from the production process to complementing details of the garment, such as lining and print.

Arty chic

The design is characterised by a style best described as arty chic. The garments from Dagmar stand out with their unique combination of high quality, trendiness and sensuality. The collections unite glamour and tailoring with the finest materials. The feeling, the colours and the

patterns are found primarily in the Art Deco period of the 20's and 30's. Motion pictures, architecture, art, music and dance inspire to the decadent touch. The feminine sensuality adds a fascinating mysticism to every Dagmar item. Many of the garments are hand-knitted or have added hand-made details. Safeguarding the craftsmanship and to make use of valued traditions from the past, are important parts of the creative process when developing the collections. The principal source of inspiration - and muse - is the sisters' late grandmother by the name Dagmar. She was herself a tailor and inspired the sisters to develop their interest for fabrics and design at young age.

For more PR and sales information, pictures and press material please do not hesitate to contact:

Are you Swedish?

www.areyouswedish.com

Hanneke de Boer

hanneke@areyouswedish.com

+ 31 6 52573743



Knitted Teodora dress in organic cotton,
Tube dress Tyra, in organic cotton bomull



Jackie t-shirt with Tea cardigan



Trude dress in organic cotton