

# DAGMAR

## *BOMBASSE – SS 2010*

*Dagmar's Spring/Summer collection of 2010 is dedicated to the Bombasse; a sophisticated, arty and mysterious woman. Her garments are arty chic, but after a closer look the fine details of the suits or dresses are in fact disconnected lingerie parts; such as bra-straps, hook and eye fastenings and lacing that inevitably attract your attention. This provocative, but intellectual woman prefers to wear neutral skin colours, mixed with intense black and dark blue. The bondage resembling accessories, such as leather corset belts and wrist bands, expose her eccentric preferences.*

The collection is dominated by close-fit dresses with voluminous draperies, knitted suits with zips and - occasionally - the boyfriend's trousers - worn with a slack tank top or a tailored bolero jacket. The silhouette resembles that of the 1940s; slim-fit and classy, but with some contrasting cuts or details. A jacket with built up padded shoulders, short back, long and voluminous shawl collar at front. A skin pink satin dress with a couture finish, presents an unconventional draping at the back - embellished with a daring metal chain.

Colours play with contrasts; in striped cardigans the black or neutral are mixed with turquoise, purple or salmon pink – all pastels associated with art deco, an exquisitely alluring evening dress is toned down with a more arty dark green.

Most items have an arty or erotic air. The collection plays with erotic and sensual underwear details in a poetic manner. Leggings have patches of mesh on the sides. Dresses resemble exclusive nightdresses. Knitted vest casually used as capes. The printed pattern of a silk dress has a playful but undefined origin, either referring to the organic or possibly to the wild animals of the jungle. Gros-grain ribbons, hook and eye fastenings and zips are details that are frequently used on unexpected places – on a shoulder, as an extra belt or like partly exposed underwear. The collection is created for the arty and intellectual woman of the new decade, who has the confidence of being sensually provocative, yet still contemporary.

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Organic cotton is to be found in a line knitted cocktail dresses unique for Dagmar.

Sustainability has been a design philosophy already from the 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 knit 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.

## **Some sales points**

Paris - Le 66

Los Angeles - Fred Seagal

London – Asos.com

Tokyo - Shinzone

Amsterdam - Azzurro due

Stockholm - Skindeep

Stockholm - Grandpa

Stockholm - NK + PUB

Oslo - Kry

Athens - Antonios Markos

## **Sales**

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## **Facts**

*House of Dagmar is a young Swedish fashion company. Since the label Dagmar was launched in the Spring of 2005, it's arty chic style has been widely recognised by the fashion industry as well as the press throughout Europe, United States and Asia and have received several prestigious awards. The company is run jointly by three sisters - all with notable background within Swedish and international fashion industry.*

## **Design philosophy – 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.

## **Awards**

2005 – Rookie of the year, by the Swedish Fashion Council

2005 – Garbohatten, an award in the name of Greta Garbo, by the Swedish dep. store PUB

2006 – Best new designer of the year, by Swedish Elle magazine

2007 – Dagmar was awarded a fashion show by Gen Art-NY during New York Fashion Week

2008 – Nominated to Best designer of the year, by Swedish Elle magazine

## **Founders and management**

Dagmar was founded by the Swedish sisters Kristina Tjäder, Karin Söderlind and Sofia Malm. Kristina Tjäder is designer, educated at ESMOD École Supérieur de la Mode in Paris. Previously, she has worked for Christian Lacroix, H&M and other Swedish brands. Karin Söderlind supervised purchasing and product development for H&M during eight years and has been operating as a brand manager and PR-consultant for many years. Sofia Malm, a textile economist, is Dagmar's head of sales with many years of experience in retailing.