

DAGMAR

GODDESS OF THE FAVELA – SS 2011

Sensual and rough, harsh leather and feather light fabrics, sporty and relaxed luxury. The Dagmar collection of Spring/Summer 2011 takes its inspiration from the steamy favelas of Rio de Janeiro, where the lust is vibrant and the longing for a better life is constant.

Rio and its harsh materials of concrete and sand, its architectural cubist shapes and the patchwork patterns of the ram shackles of the poor citizens – the favelas; grey denim mixed with skin toned leather, square cuts and graphic patterns of tops and knitted cardigans with horizontal stripes harsh and smooth in texture by turns.

- The people of the favelas lead an extremely harsh life. Yet, the atmosphere is somehow bursting with sensuality and dreams which is very inspiring, says designer Kristina Tjäder.

The bird is an important item in the collection. It symbolizes the inner journey of mankind and the seeking for a better lifestyle. Layer on layer or fine creases, like those of the bird's feathers decorate the garments, mixed with abundant chains that resemble the bird's plumage. The plumage-like shapes are also found in the twisted top that gives a ruffled silhouette and a skirt abundant with frills – that brings the vibrant Brazilian carnival to mind. The bird inspired patterns are repeated in hand knitted cardigans in feather-like prints or with applications.

Like all former collections, the Dagmar collection of Spring/Summer 2011 plays with delicate contrasts; cubistic cuts with drapings gives feminine silhouettes. The fit is relaxed and loose. Leisure garments like sweat pants are knitted with the finest material, as well as the cat suit with a sensual deep back that becomes a tailored alternative to the cocktail dress.

The colour palette is a clash in itself, as it combines the dirty shades from the sheds and the clean nuances from the surrounding nature; concrete and sand mixed with khaki and pure white, water nuances with high lights in gold, coral, nude and yellow, midnight blue is accompanied by intense black.

Concept: *The heat and crudity in the streets and favelas of Rio gives the look. The bird is the symbol of a new era for the mankind - to look further and to widen their perspective. Inspiration comes from the colourfulness and the sophisticated shapes of the birds.*

Key items and details: *Relaxed suits, cubistic tops and dresses, leather, feather prints, cardigans with avian applications, knitted cat suits and sweat pants.*

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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.

Some sales points

Los Angeles - Fred Seagal

London – Diverse, Asos.com

Tokyo - Isetan

Amsterdam - Azzurro due

Stockholm - Skindeep

Stockholm - Grandpa

Stockholm - NK + PUB

Oslo - Kry

Copenhagen - Illum

Sales

House of Dagmar AB

Sofia Malm

M: +46 (0)707 48 58 96

E: sofia.m@houseofdagmar.se

Press

House of Dagmar AB

Karin Söderlind

M: +46 (0)705 - 82 60 44

E: karin.s@houseofdagmar.se