

Are you Swedish? Proudly presents...

Gram: collection spring/summer 2010



Gram spring/summer 2010 collection: Solstice

Although Gram needs no introduction since its succesvol appearance on the Benelux market last year, we *must* share the new s10 collection with you. This collection is something you have never seen before, but at the same time 'typical Gram', since Gram always knows how to surprise and come up with the best collection ever. The s10 collection is an ultra-cool mix between luxurious sneakers, funky loafers and lightweight dandy-like dress shoes. The collection carries models for both men and women.



## Gram's international breakthrough

Gram is not only Sweden's top shoes brand anymore. It is now the most promising *international* shoe brand, selling at stores worldwide such as Harvey Nichols and Liberty (London). Gram has gained that position due to their independent creativity, the quality and comfort of the shoes as well as the ability to improve its classy hip shoe collection every season.

## You decide...

In this e-mail we treat you with some pictures of the new collection, so you can decide for yourself. The influential magazine Sportswear International has already made up its mind and nominated Gram for "Best footwear" brand in the annual Sportswear international Fashion Awards.



## Sales and press

Enclosed you find the press release with all information on the Gram s10 Solstice collection and the inspiration behind it: why is it called 'Solstice', how do designers Anna and Alexis view this collection, which materials did they use and why? You will also find lots of press, collections and info on [www.areyouswedish.com](http://www.areyouswedish.com). For all further pr and sales information, press material and appointments, please do not hesitate to contact Are you Swedish?. We have a showroom in Amsterdam and Antwerp.

Are you Swedish? looks forward to hearing from you, showing you the collection and tell you all about it.

Med vänlig hälsning, kind regards,  
Hanneke de Boer  
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