

DAGMAR

SS2009 - Movement as provocation

With utmost expressive movements, the dancer performs her wordless protest against external threat. Her outfit is tight fitted and wired round her body like a protective shell. As a harsh contrast against her delicate skirt, the canvas guerrilla uniform of the enemy appears. The revealing expressions of the modern dance influences Dagmar's 2009 spring/summer collection, in the year of the 100th anniversary of the widely acclaimed Swedish choreograph Birgit Cullberg.

Dagmar's 2009 spring/summer collection is characterized by its many contrasts; the contrasts between harshness and sensuality, between the shiny surfaces and the matt. The collection's principal source of inspiration is the modern dance. The challenging passion story of the motion picture *Lust, Caution* by director Ang Lee with its sudden changes in mood - from pleasure to deceit – has also made a great impression on the silhouettes and textures of the collection; where the rough repeatedly meets the soft and becomes significant for spring/summer 2009.

- Our contemporary, demanding lifestyle is also present as a fundamental idea behind the collection. Deep down, each person is in herself a fighter of human rights, with a constant longing for freedom and for the being of a part of a social context. Moreover, the woman is a strong and a fragile being – simultaneously – which is reflected in materials and colours throughout the entire collection, says Kristina Tjäder, chief designer at Dagmar.

The either very long or very short skirts of the collection are tailored in soft materials and in generous volumes. Transparent items are to be fitted in layers, like in the dancing studio, in loose and twisted silhouettes and asymmetric shapes. The tight, wired tops are combined with width and length. Voluminous cardigans or dressed tops are mixed with the undressed. Curved cuts make the masculine lines of suits and jackets breathe sensual femininity.

The fabrics used are rough canvas, soft poplin and fine denim. Lace, mesh, washed silk and satin as well as voile are also repeatedly used, as well as the wide-meshed in the manner of a rag-rug or a net. With its Swedish origin, the rag-rug has also left the collection with a distinctive pattern of coarse-knit manner and multi-coloured stripes. Other new patterns are influenced by batik, the jungle and the Orient.

Contrasts are also a key theme for the collection's ranges of colours; neutral khaki tones, like mole, grey off-white and black conforms a calm base that are combined with strong coral nuances and chlorophyll green, or with cobalt and indigo blue.

All of Dagmar's collections are characterised by the finest materials and a tailored touch where quality is never being compromised.

DAGMAR

Facts about Dagmar

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, presented by the Swedish department 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.

DAGMAR

Selling points:

Opening Ceremony – New York
Opening Ceremony – Los Angeles
Ron Herman – Los Angeles
Question Air – England
PUB – Stockholm
NK – Stockholm
Skindeep – Stockholm
Isetan – Japan
Shinzone - Japan
Baby Beluga – Antwerp
Tatler – Oslo
Sten & Ström – Oslo
New Galles – Italy
Gala – Italy
Snö - Barcelona
Le66 - Paris

Contact

Sales

House of Dagmar AB
Sofia Malm
Birger Jarlsgatan 57 C
113 56 Stockholm
P: +46 (0)8-20 32 30
M: +46 (0)707-48 58 96
E: sofia.m@houseofdagmar.se

Press

Karin Söderlind
BIC PR
P: +46 (0)8-411 77 10
M: +46 (0) 705-82 60 44
E: karin@bicpr.se

To download high resolution images from www.houseofdagmar.se please enter the Press section and click for press images, user name: press, password: dagmar.