

# DAGMAR

## **Protection – AW 2009**

*In Dagmar's Autumn/Winter collection of 2009 the garments become more of coverings – like a kind of armour – to protect oneself against the world's worrying and increasing crises, wars and catastrophes. Dressed uniforms in camouflage fabrics and colours, deceptive motives as well as shielding hoods and mantles characterise the collection. In an era when you no longer have time to reflect too much upon your clothing, the permeating ideas behind the collection are "back to basics" and "slow fashion".*

### **Contrasts**

Wrapped and twisted fabrics as smooth covers are significant for Dagmar's sensual shapes, as well as the strict, oversized tops and jackets. The garments become even more dressed, sculpted like uniforms – as a kind of additional body shield or like a second skin. Streamlined shapes from wrestling linen, tights and sports underwear are repeated elements that brings the mind to the strong physique of the athlete. Prominent details, such as detachable cuffs are further visible influences from the world of sports. However, it is the contrasts that are most noticeable; the combinations of the ultra elegant and the athletic or raw, such as the silk dress with black studs, the shoulder straps made of raw antique silver, the oversized jacket used as a dress. The silhouette is usually slim at the bottom and wide at the top.

### **Camouflage**

The new patterns are strongly associated with camouflage – a way to take refuge from external threat. A prominent trompe l'œil-print – with a motif that at a closer look is not what it first presents itself to be – becomes another way of hiding through deception. With the same aim, the borders between body and garment become blotched, as do the borders between material and pattern in cardigans with relief structure or burn-out velvet. The eye is used as a symbol for personality and soul.

The details of the garments are also vaguely deceptive. Chains, that symbolise protection and security, could either be shoulder straps or necklaces. Visible zips without openings. Some of the items provide a private hiding place – like the spacious, futuristic hood in the shape of a knitted cylinder or the cardigan, designed as a protective mantle. The colours in the collection make a contemporary camouflage palette. Colours of the skin, grey and black are dominating, but there are also some shades of blue, retrieved from nature, as well as the intense signaling yellow as that of the wasp.

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*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

2009- Nominated to Best designer of the year by the Swedish magazine Damernas Värld

## ***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.

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