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THE ONLY SUSTAINABLE HOSIERY BRAND WORLDWIDE

Stockholm/November 27, 2018 - Swedish Stockings announces a new collection to showcase their latest sustainable innovations. The new collection, yet to be named, is set to release in March 2019 and will showcase the brands growing innovations throughout seasons to come. The first series to be released as part of this collection will be made of 100% recycled components for SS19; only using 100% recycled elastane and 100% recycled polyamide, an industry first.

Today's traditional hosiery is a petroleum product, made from oil, developed as a wear and tear product and used daily by millions worldwide. Swedish Stockings' collection's material combination is the closest customers can get to owning fully circular tights and has never been achieved before in its product category. Up until recently it was not possible to recycle elastane. The elastane used in the new Swedish Stocking's collection is GRS certified and OEKO-TEX® Standard 100 certified, meaning no harmful substances and chemicals are used in its production process, much in line with the brand's mission.

“Our mission is to change the entire hosiery industry.” says CEO and co-founder, Linn Frisinger. “By being at the forefront of the development of sustainable solutions, this collection pushes the boundaries of smart fashion, a vital stepping stone of the brand and our work of disrupting the industry standards.”

“The styles we will launch in March is as close as you can get to owning fully circular tights.” says Sustainability Manager, Andreea Toca. “And together with our recycling program, it's definitely a major step in the right direction in closing the loop. We still accept used hosiery of any brand at any of our current two recycling collection points.”

Swedish Stockings introduced their recycling program in 2015 in which customers can send in their worn and torn nylons. The used hosiery is grinded, melted, and molded into glass fiber tanks. The tanks are used in the commercial industry as oil and grease traps. The initiative has, according to the brand, so far prevented thousands of tights from ending up in landfills around the world.

The new collection will be available exclusively at www.swedishstockings.com starting mid-March 2019.

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A preview of the collection; it features two tights styles, one classic 50 denier, and another classic 20 denier.

ABOUT SWEDISH STOCKINGS

SWEDISH STOCKINGS WAS FOUNDED IN 2013 AND ARE BEST KNOWN AS THE WORLD'S FIRST SUSTAINABLE HOSIERY BRAND. THE SWEDISH LABEL EMERGED AFTER FOUNDERS NADJA FORSBERG AND LINN FRISINGER DISCOVERED THAT TWO BILLION PAIRS OF NON-BIODEGRADABLE TIGHTS ARE PRODUCED EACH YEAR AND DISCARDED AFTER JUST A FEW WEARS. THE BRAND SERVES AS PROOF THAT OFTEN THE MOST INNOVATIVE BUSINESSES COME FROM PROVIDING A CREATIVE SOLUTION TO AN OVERLOOKED PROBLEM THROUGH JUST ONE PRODUCT.

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