

French chamber promoting fashion in Sweden

Written by Johan Nylander

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Models for Chantal Thomass

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France is world famous for its wine, food and fashion. But consumption of those goods could be much higher in Sweden, the head of the French Chamber of Commerce in Stockholm thinks.

"I believe that French fashion is underrepresented in the Swedish market and we want to change that by bringing French designers here," Managing Director Kristina Hulteberg told the Swedish Wire.

"France is the leading fashion nation and Paris the world's fashion centre. Swedes have become more fashion conscious and are curious about new fashion brands."

The Chamber is bringing French designers to partnering others to host the fashion and lifestyle

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fair Attitude-Stockholm 2012, that is taking place at the Kistamässan exhibition centre on 23-25 November.

Chantal Thomass, Julien Fournié, Gaspard Yurkievich, Antik Batik and others will show their collections side-by-side with Scandinavian designers at the fair.

A VIP evening at Stockholm City Hall featuring haute-couture shows will take place on Saturday 24 November.

French wine and gastronomy are being promoted at the big Beaujolais Nouveau evening on 15 November. The proactive chamber also extolls the virtues of the country as a golf, gastronomy and cultural destination.

Still, there are a number of areas where Hulteberg sees even more business opportunities for French companies, such as in sustainability (construction, renewable energies, smart grids, transportation, infrastructure, waste and energy management, cleantech) and health care and medical devices.

"The new sustainable residential areas that are under construction in the Stockholm region are very interesting," Hulteberg said, whilst also highlighting the Karolinska Institute Science Park and Mall of Scandinavia.

She encourages companies and investors in taking part in the annual networking event with the City of Stockholm 25 October, to find out more about ongoing and future projects in the region and also to meet with representatives of the region and network with people from other foreign companies.

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