

IDA PYK TAKES HOME "ROOKIES OF THE YEAR, 2010" TITLE

Ida Pyk was declared winner of the Rookies of the Year, 2010 award at the opening ceremony of Stockholm Fashion Week on Monday 16 August. The other four nominees were the designers behind fashion labels billy and I, Rahnsäter, Seika Lee and The White Briefs.

Selected by the Rookies jury in February, the five nominees were chosen because they convincingly demonstrated the capacity to create and launch a promising, interesting brand. The jury released a statement explaining its choice of Ida Pyk.

"The Rookies of the Year, 2010 award has been presented to a designer who can only be described as a breath of fresh air in the truest sense. A fearless designer and multi-talented artist, the winner is an individual who does not shy from provoking the otherwise so conservative world of fashion. This provocation is, however, served with a generous portion of highly appealing playfulness and energy."

The winner of the award receives a SEK 20,000 scholarship from the Swedish Trade Federation, the Black Panther challenge trophy designed by Åsa Jungnelius for Kosta Boda and a full-page advert in the Swedish fashion magazine, DV Mode. The winner will also have the opportunity to design a collection for the French fashion company La Redoute based on the concept un pavé dans la mode. Additionally, this year's winner will receive a new benefit in the form of a SEK 10,000 voucher to print lookbooks at Rookies' new sponsor, Digaloo. Aplace, a shop in the Stockholm department store, PUB, will give special recognition to the winner by hosting a month-long exhibition starting 17 August.

This year's jury members include Ulrika Nilsson - JUS, Johan Magnusson - Fashionisto.se, Sara Lönnroth - Konstfack/Transit, Remi Colas - La Redoute, Margareta van den Bosch - H&M. The jury is chaired by Helena Mellström, Marketing Director of the Swedish Fashion Council.

Previous winners of the "Rookies of the Year" title include fashion label Dagmar (2005), jewellery makers Dada's Diamonds (2006), van Deurs (2007), Uniforms for the Dedicated (2008) and Patouf (2009).



Ida Pyk founded her label in 2009. She is a model, writer, designer and provocateur whose aim is to reflect the times in which we live. Contemporary statements are a recurrent theme in the t-shirts that were the basis of her first collections.

Background: Born in Ystad, Sweden in 1985, she grew near the sea. She travelled intensively as an adolescent and lived for extended periods of time with relatives in the USA. At the age of 15, she moved to Stockholm and has since lived in Los Angeles and most extensively in Paris, her home base. She publishes the blogg "idas värld" at www.elle.se

The following stores in Sweden, among others, will stock collections from Ida Pyk in the autumn of 2010: Malmö - Tjallamalla, Helsingborg - Concept Store, Gemma shop/Mint&Vintage, Stockholm - Aplace/PUB, Tjallamalla, Grandpa, Umeå - Kii, www.branten.com

Exhibition at Aplace, PUB department store, Drottninggatan, Stockholm. Open Mon-Fri 10 am to 7 pm, Saturday 10 am to 6 pm, Sunday 11 am to 5 pm.

Contact: Ida Pyk, ida@idapyk.com +46 (0)702 26 12 13 www.idapyk.com

Run by the Swedish Fashion Council since 2005 the mission of the Rookies forum is to support smaller fashion companies in their market endeavours through a range of projects, networks and activities. For more information, please contact:

Helena Mellström, Marketing Director, Swedish Fashion Council helena.mellstrom@moderadet.se
+46 (0)8 411 77 54 / +46 (0)702 62 26 27

Rookies is sponsored by Digaloo, a digital printing firm, as of autumn 2010.

Digaloo
DIGITALTRYCK



NOMINEES FOR "2010 ROOKIES OF THE YEAR"

billy and I
www.billyandi.com

Rahnsäter
www.rahnsater.com

Ida Pyk
www.idapyk.com

The White Briefs
www.thewhitebriefs.com

Seika Lee
www.seikalee.com



billy and I
 2009. A vintage-inspired fashion label for women and men. Designed by Klara Zetraeus who wants to make clothes that are timeless and stem from a concept based on a love story.



Rahnsäter
 2008. Fredrik Samuelsson, a graduate of Saint Martins in London, is one of the founders of the leather goods brand. Since spring 2010 Chinyere Eze designs together with Fredrik.



Ida Pyk
 2009. She is a model, writer, designer and provocateur whose aim is to reflect the times in which we live. Ida has her home base in Paris. Awarded "Rookies of the year, 2010".



The White Briefs
 2009. Peter Simonsson and his partner Henriette Simonsson run the men and women's base garments and underwear label. A children's concept will be launched in the autumn of 2010.



Seika Lee
 2007. Designer and physician, educated in Stockholm, Boston and Paris. A Swede whose roots stretch to Japan and Korea. Her design combines edge with elegance and femininity.



PRESS RELEASE