



Ida Pyk launches new collection.

ELLE Magazine named her best dressed woman for her fashion statements and she is already nominated for the prestigious title new designer- Rookie 2010- by Swedish Fashion Council. Now, Swedish model, writer and provocateur Ida Pyk launches her second line.

The collection includes T-shirts with statements, as well as finer tops with fashion illustrations and quirky sketches made by Ida's eight- year- old sister Alva. The illustrations feature fashion icons such as Karl Lagerfeld and Anna Wintour, alongside street style photographers like The Cobrasnake and Facehunter.

Contemporary statements are a yet coming theme and this time "Marry me" and "Workaholic" appear on Ida Pyk's T-shirts. Womanhood, family and careerism are in focus.

- I was born in the 80s and grew up in a careerist era, says Ida. Should the young people of today be the first generation who might not be able to have the family and children of their dreams?

According to Ida, there will be a change, when the next generation steps in: kids of the 90s.

- Growing up with high speed internet and mobile phones made them well- informed- they know that you don't always achieve your high ambitions. Instead there is a change; steady jobs, family, marriage.

The Ida Pyk collection "Marry me" will be in stores fall 2010. All garments are vintage. This is an environmental and economic choice. Every garment is a piece of art – hand- printed, numbered and signed by the artist.

Ida Pyk has a notable background within the fashion industry, working for several magazines such as The Daily News, Bon Magazine and Swedish Elle, where she also has a blog. Ida launched her first clothing line during Fashion Rocks at Berns in Stockholm, June 2009. A small exhibition was presented at concept store JUS with campaign images by Julia Hetta, August 2009. Ida Pyk's unique style and self-made designs have become well-noticed and appeared on Style.com, H&M, Elle Magazine and many more.

For more info visit idapyk.com or contact us on ida@idapyk.com or press@idapyk.com.

Collection photography by Jenny Lexander
Model: Ida Pyk