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## One of the world's most influential magazines dedicates an entire issue to Swedish and Scandinavian fashion

The international magazine VMAN is one of the most important fashion media outlets in the world, and its new issue, released this week, will for the first time ever be a Scandinavian Special.

The magazine's Editor-in-Chief, Stephen Gan - who is also Editor-in-Chief of V Magazine, Visionaire, and Creative Director at Harper's Bazaar, and thus one of the international fashion world's most important personalities - has taken Swedish and Scandinavian fashion under his wing: *It feels like Scandinavia is having its moment right now,* says Stephen Gan. Gan got the idea after visiting Copenhagen Fashion Week last summer. *I was quite surprised about the whole energy in the city, and by how exciting and thriving the region's fashion industry is.*

Never before has Swedish fashion gotten such a great opportunity to be featured alongside the big international brands. In the coverage of the international runways, both Hope and The Local Firm will be seen on a par with Yves Saint Laurent, Hermès and Louis Vuitton. The Danish artist Tal R and the rest of the Danish design collective Moonspoon Saloon have been given the creative freedom to serve as art directors of a photo shoot with Swedish bands like The Hives, Fever Ray and The Sounds dressed in Swedish brands such as Acne, Filippa K and J. Lindeberg. The pictures are like collages of colour and style, putting these Swedish talents in a modern light and inspiring the world to turn its gaze to Sweden.

In the story of True Blooded Star, the camera lens points towards the talented Swedish actor Alexander Skarsgård, who is currently conquering America. World famous fashion photographers Inez van Lamsweerde and Vinoodh Matadin captured Hollywood's new shooting star and the result graces the cover of VMAN's first Scandinavian Special.

*We're incredibly happy to be working with VMAN, and are especially delighted by the respect with which they treat Scandinavian fashion - we're totally immersed in the whole magazine and not depicted as an ethnic minority in the corner,* says Eva Kruse, CEO, Copenhagen Fashion Week.

### World famous photographers, stylists and models

The issue's fashion editorials have been shot by some of the world's most renowned fashion photographers: Ellen Von Unwerth, Inez van Lamsweerde, Terry Richardson, and superstar Dior Homme designer Hedi Slimane, who spent a weekend in Copenhagen last autumn photographing talented Danish boys. Danish and international top models are styled by the world's greatest stylists, including Lady Gaga's stylist, Nicola Formichetti, French-German Michael Philouze, and the celebrated Mel Ottenberg, truly placing Scandinavia on the global fashion map.

### **International benchmark**

VMAN is a benchmark for the fashion industry and its most important stylists, photographers, designers, make-up artists and editors, which is why the Scandinavian Special is a unique chance to strengthen the Nordic region's position in the global world of fashion.

*VMAN's decision to select and focus on Scandinavian design means a validation of the Scandinavian fashion industry like we've never seen one before,* says Eva Kruse.

VMAN Scandinavian Special contributes to the narrative of Scandinavian design's ascent to a significant position in the international world of fashion, and with plans to make another Scandinavian Special this winter, there is still reason to believe that Scandinavia could come to play a role on a truly international scale, competing with the world's leading fashion cities.

The project has been developed in cooperation with Copenhagen Fashion Week, and initiated by VMAN teaming up with the Danish producer Thomas Hargreave/Stage 7 as Scandinavian Contributing Editor, who has also produced several editorials in the magazine.

The new issue hits the stands this week.

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