



## SCHEDULE TUESDAY 25.8

<b>WELCOME TO SFW</b> FILM + Q&A	Nick Carvell, fashion journalist and SFW Host, and Catarina Midby, Secretary General at SFA - Opening speech by HRH Crown Princess Victoria.	10:00 CET
<b>HOUSE OF DAGMAR</b> FILM + Q&A	Kristina Tjäder, Karin Söderlind and Sofia Wallenstam, Founders and sisters.	10:30 CET
<b>JEANERICA</b> FILM + Q&A	Jonas Clason, Designer.	11:00 CET
<b>DIEMONDE</b> FILM + Q&A	Angelo da Silveira, Founder.	11:30 CET
<b>SFA NEW TALENT AWARD</b> PRESENTATION + Q&A	Powered by Boozt and presented by fashion journalist Emilia de Poret and jury members.	12:00 CET
<b>AMANDA BORGFORS MÉSZÁROS</b> EXHIBITION + Q&A	Amanda Borgfors Mészáros, Designer & Artist.	13:00 CET
<b>NATHALIE SCHUTERMAN</b> PRESENTATION	Nathalie Schuterman, Founder, with Robert Nordberg, Fashion Journalist.	13:30 CET
<b>STYLEIN</b> FILM + LIVE EVENT	Elin Alemdar, Designer.	14:00 CET
<b>ENDANGERED</b> FILM + Q&A	Therese Maurin, Founder	14:30 CET
<b>AVAVAV</b> FILM + Q&A	Emma Fällman, Head of Communication.	15:00 CET
<b>MAYLA</b> FILM + Q&A	Marlene Abraham, Designer.	15:30 CET
<b>FASHION'S 1.5 DEGREE PATHWAY</b> DEEP DIVE	Moderated by Mike Schragger, Founder & Executive Director, The Sustainable Fashion Academy/STICA.	16:00 CET
<b>LAZOSCHMIDL</b> FILM + Q&A	Josef Lazo, Designer.	17:00 CET
<b>A DAY'S MARCH</b> FILM + Q&A	Behnaz Aram, Designer.	17:30 CET
<b>CMMN SWDN</b> FILM + Q&A	Emma Bakir Hedlund and Saif Bakir, Designers.	18:00 CET
<b>MUSIC PERFORMANCE</b> LIVE EVENT	Suprise Guest.	18:30 CET



## SCHEDULE WEDNESDAY 26.8

<b>AN INCLUSIVE EXCLUSIVE</b> DEEP DIVE	Our panel puts Diversity 4.0 under the spotlight and takes an exclusive look at inclusivity in fashion. Moderated by Ika Johannesson.	10:00 CET
<b>LEXINGTON</b> FILM + Q&A	Kristina Lindhe, Founder, and Hana Mijwel, Designer.	11:00 CET
<b>ODD MOLLY</b> FILM + Q&A	Kristin Roos, Head of Production and Sustainability.	11:30 CET
<b>HUNKYDORY</b> FILM + Q&A	Charlotte Simonsbacka, Designer.	12:00 CET
<b>JENNIFER BLOM</b> FILM + Q&A	Jennifer Blom, Designer.	12:30 CET
<b>WHAT GOES AROUND COMES AROUND</b> CONVERSATION	Where circularity and creativity meet, on paper, catwalk, screen and page. Moderated by Clare Press, Wardrobe Crisis.	13:00 CET
<b>ARKET</b> FILM	Brand film.	13:45 CET
<b>MARIA NILSDOTTER</b> FILM + Q&A	Maria Nilsson, Designer.	14:00 CET
<b>ATP ATELIER</b> FILM + Q&A	Maj-La Pizzelli, Founder.	15:00 CET
<b>STAND STUDIO</b> FILM + CONVERSATION	Nellie Kamras, Designer and Martina Bonnier, Editor, Vogue Scandinavia.	15:30 CET
<b>SWEDISH FASHION IN THE WORLD</b> CONVERSATION	On Swedish fashion and its forefront position within sustainability, technology and innovation. With Anna Hallberg, Minister of Foreign Trade, and Catarina Midby, Secretary General, SFA.	16:00 CET
<b>BY MALINA</b> FILM + LIVE EVENT +Q&A	Malin Ek Andrén, Designer.	17:15 CET
<b>BECKMANS COLLEGE OF DESIGN</b> LIVE FASHION SHOW	Karina Eriksson Wärn, Dean, and graduating design students.	18:00 CET



## SCHEDULE THURSDAY 27.8

<b>PÄR ENGSHEDEN</b> PRESENTATION	Couturier Pär Engsheden at The National Museum where his Nobel party dresses created for the late Sara Danius.	10:00 CET
<b>STYLETEQ</b> CONVERSATION	On leading the digital change within fashion consumption, post covid-19 and beyond. Simon Collins, Founder, WeDesign with David Sandström, CMO, Klarna.	11:00 CET
<b>ABBA STYLE SESSION</b> PRESENTATION	Iconic ABBA costume designer Owe Sandström presenting the original ABBA stage outfits together with stylist and Balenciaga muse Ursula Wangander.	12:00 CET
<b>NK STYLE ICON 2020 AWARD</b> PRESENTATION	And the 2020 NK Style Icon Award goes to... Presented by Catarina Midby, Secretary General, SFA.	13:00 CET
<b>MEN'S STYLE MATTERS</b> CLEVER CONVERSATION	A SFW panel discussion in collaboration with the NK Awards 2020, featuring Daniel Lindström, Fashion Director at King and Café.	14:00 CET
<b>FACT OR FICTION</b> CONVERSATION	Are commonly used sustainability "factoids" actually true? Mike Schragger in conversation with Sandra Roos and Alden Wicker.	15:00 CET
<b>RODEBJER &lt;3 IGGYJEANS</b> COLLABORATION + CONVERSATION	Carin Rodebjer, Designer and Ingrid Berg/IGGYJEANS, Designer.	16:00 CET
<b>NK NEW TALENT 2020 AWARD</b> PRESENTATION	And the 2020 NK New Talent Award goes to... Presented by TBC.	17:00 CET
<b>FASHION AND STYLE</b> DEEP DIVE	A conversation on how style differs from fashion. With Catarina Midby, Emilia de Poret, Daniel Lindström, and the NK Style Icon Award 2020 winner.	18:00 CET
<b>SEE YOU AGAIN SOON!</b> LIVE	Summary of SFW SS21 and closing remarks with Catarina Midby and Nick Carvell.	18:30 CET