

# Stenströms

## Press information Fall/Winter collection 2020

### Autumn 2020 is all about being casually elegant

Sophisticated Italian fashion meets classic British for Autumn 2020.

Split into two distinct themes, the first is a more classic Autumnal look, where we play with typical seasonal colours and the more luxurious, softer tones. Highlighting classic colour-ways including greens, burnt orange, browns and blues, we also feature the classic stripe in different formats as well as the beautifully comfortable checkered flannel shirt. Our choice of styling sees the striped shirt teamed with a cashmere sweater featuring rust red and a hint of beige and blue, together with a nylon vest in a mini-houndstooth. Finished with key pocket square handkerchief in a vibrant medallion pattern.

Our second trend sees luxurious neutrals with soft tones such as beige, white and grey coming into the mix - it's all about harmony! Our choice of look would include a striped shirt in beige and white, together with a soft beige merino wool sweater, combined with our white quilted flannel vest and luxurious herringbone scarf in off-white.

The casual feel runs as a consistent thread throughout this latest collection. The one-piece collar is shown in different shirts, such as the flannel, that can be worn casually as well as dressed-up by matching it to a fine blazer and matching pocket square. An updated look for the modern businessman is our college sweater with a shirt underneath, or the thin and comfortable roll-neck in warm colors with a well-fitted blazer.

We are firm believers that being both stylish and comfortable is the way to go for Autumn 2020!

### Stenströms - 120 years of sustainable craftsmanship

Since 1899 we have paired timeless design with the highest level of quality craftsmanship. Over time this has proven to be a highly desirable union, creating demand across oceans and continents. Our philosophy not only instills a unique feeling in the wearer of our clothes, it also stands for more sustainable consumption habits. Good news for the next 120 years.

Our story began in 1899 when the Swedish tailor August Stenström found himself overwhelmed with orders. His reputation as an outstanding shirt fashioner had spread in town. All the elegantly dressed men in Helsingborg wanted one of his masterpieces, and Stenström found it hard to keep up. To meet the needs of his sophisticated clients, he decided to build a shirt factory. Under Stenströms' strict supervision, a larger number of quality shirts could now be produced.

Still today Stenströms is internationally renowned for its pristine quality. Using only the best fabrics and trims, we craft classic and contemporary clothing. The perfect fit and feel based on 120 years of sustainable craftsmanship.

All of our garments are a tribute to the integrity and knowledge of the tailor August Stenström. Every day we dedicate ourselves to live up to his uncompromising standards of quality. To do so, we use only the world's finest fabrics, and each detail of the design is shaped into perfection. Innovative tailoring combined with classic cuts and new ideas give us the sustainable result we strive for: garments that can withstand both time and use as well as fluctuating trends. We believe that this accumulated history of expertise will bring us into the future. Timeless fashion for the next 120 years. Look out for our 120 anniversary collection available in stores from October 2019.

**For further information:**

**Website:** [www.stenstroms.com](http://www.stenstroms.com)

**Images:** High-definition images are available.

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**Showrooms:** Helsingborg, Stockholm, Copenhagen, Oslo, Helsinki, Munich, Antwerp, London, Zürich, New York, Chicago and Toronto. Garments also available for loan.

**Fairs in Europe:** Pitti Uomo 97 in Florence January 7-10th, stand B5 in the main pavillion.

