



**Flanders**  
State of the Art



# **FAST FASHION MARKET** **IN SWEDEN**

FLANDERS INVESTMENT & TRADE MARKET SURVEY



# SWEDISH FAST FASHION MARKET

Introduction to the market

May 2020



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Filippa K is at the forefront among Swedish fashion companies. One of their most successful approaches to creating a sustainable fashion brand has been Filippa K Lease. Garments from previous seasons are rented out, so that a 'library' is created with a growing selection of garments. The Lease-concept allows them to explore a new business model and more sustainable ways of consumption. When no longer suitable for leasing, the garments will be sold second hand.

### 3.1 EXPLORING GENDER

During the past few years there have been intense media discussions on the interrelations between fashion, gender and power. Many Swedish fashion brands have explored new ways of expressing gender through their designs, pushing for a less binary and more fluid way of understanding masculinity, femininity and everything in-between.

Many designers and stylists of Swedish fashion have developed in more experimental and avant-garde directions. Even though larger and more established companies – such as department store Åhléns and H&M-owned Weekday – have created both advertising campaigns and collections challenging outdated perceptions of gender, it is among young fashion designers that the question of gender is thoroughly explored. (Sweden.se)

## 4. THE INTERNATIONAL GROWTH OF SWEDISH FASHION COMPANIES

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When planning to enter the Swedish market it is good to know the huge brand development of Swedish brands. And learn from it since it is what Swedish buyers will look for. The Swedish fashion brands are represented in nearly 40 countries, in some cases only in very small volumes.

*What are the prime factors in success from a small country as Sweden to export global brands?* These factors are not different than in any other industry, it is about good quality to the right price. The companies have emphasized a few different factors, but everyone agrees that a good product with a high degree of fashion is the key to success. That is the hallmark of the Swedish fashion brands: good quality with relatively low prices that can be sold to a luxury store.

More factors are:

- The timing is of course essential and well as meeting the market demands
- To position your company in the market - bring anything new or unique to the market.
- The company's own style is the most important thing and it should be the same everywhere in the world.
- A good ability to communicate the brand to the market, a market that rarely has a shortage of different fashion brands. A high level of marketing creativity can help to create the attention and the position that the company is looking for.
- Right connections and relationships with the international partners.
  - It is important to be a good supplier.



several decades and more recently in biofuel development. This means that the product and packaging should also be sustainable. A very high percentage of salaried workers speak English and, in many cases, other languages. Nationally, the Swedish workforce is highly multicultural, with around 15 percent of total population being foreign born.

Swedish workers tend to rely heavily on compromise and consensus when it comes to making decisions and reaching solutions. In a business negotiation it can mean that it takes time for you to get an agreement. But, when you do, it is a solid agreement. It's generally felt to be much better if policies and ideas are discussed openly and across all levels before any conclusion is reached. The majority of Swedish workers belong to one of several labour unions. Due to the strong union presence in Sweden, employees experience excellent working conditions compared with many other countries. Equality in the workplace and job security are of utmost importance, so unions work hard to assure that employees feel secure and unthreatened at work. Swedish companies tend to be less hierarchical than companies in many other countries when it comes to internal organisation. This means that a managing director of a firm is more openly available to his or her employees, erasing some of the chain-of-command arrangements that exist in other countries. In general, it's possible for employees to take their comments, questions or concerns directly to the boss.

## 5.2 COLLEGIALITY

There is not only intense competition and rivalry; there is also a spirit of collegiality. Several of the Swedish fashion companies believe that they can call each other for advice. They don't call each other to ask which producers or agents the other company is working with. No one reveals information like that *but* if someone calls and asks about what *experiences* they have from a certain producer, customer or market, people are willing to share that information.

## 5.3 DOS AND DON'TS

DO'S	DON'TS
Be on time	Don't boast or brag
Plan ahead	Don't show disrespect
Use first name	Don't force your opinion
Maintain equality	Don't compare Swedes to other Nordic countries
Express yourself with facts	Don't refer to stereotypical different ethnicities



