

NIKOLINE LIV ANDERSEN WINS +46 AWARDS

This season's + 46 Awards was opened up to graduate designers from across the Nordic region (Sweden, Norway, Denmark, Iceland and Finland); after many ground-breaking applications and much deliberation by an international jury of fashion designers, and fashion industry insiders the judging panel chose Danish designer Nikoline Liv Andersen as the winner.

For the past six years Nikoline Liv Andersen has occupied herself (besides one extra year and a master's degree at Denmark's design school) with a number of exhibitions in Berlin and Reykjavik, and an internship with John Galiano at Dior, acquired a degree in illustration, and received a scholarship from the Danish Government Art Fund. Now she has won a catwalk show as part of the +46 Awards and will show her collection on August 16.

August 16–18, 2007
Kronobergsgatan 37
Stockholm, Sweden

"I am in constant battle with the lack of fantasy in the adult world so I try to emphasize that conflict in my collections. The naive and sometimes a bit romantic designs get a certain edge when placed in contrast with reality." Explains Nikoline Liv Andersen when quizzed by +46 on the forthcoming collection.



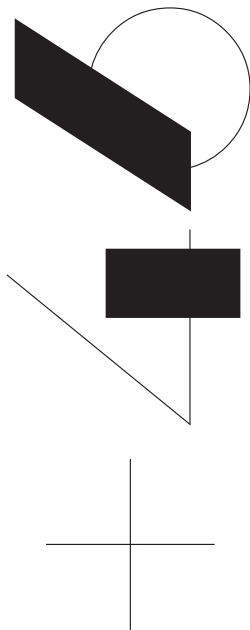
Download pressimage of Nikoline Liv Andersen at: www.plus46fashion.se/Nicoline_press.zip

Photo credits: Anders Kylberg

If you would like to interview Nikoline Liv Andersen or would like more information please contact:

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NOTE TO EDITORS:

The +46 Awards jury was as follows:

- Robb Young (Herald Tribune, Financial Times and Diptrics)
- Diane Pernet (www.ashadedviewonashion.com)
- Mandi Lennard (PR for Gareth Pugh, Cassette Playa, Fashion East and many more)
- Hermann Frankhauser (Fashion designer at Wendy & Jim)
- Joseph Quartana (Head buyer for Seven, New York)
- ODD Creative board

ABOUT +46 TRADE SHOW

The +46 Trade show takes place in a newly remodelled gallery space close to the centre of Stockholm (Enskilda Galleriet, 37 Kronobergsgatan). +46 Trade presents progressive Scandinavian fashion labels as well as a number of selected international labels. +46 Trade is open to selected Swedish and international buyers as well as the media. The +46 Award catwalk show opens the trade show on 16th August 2007.

ABOUT THE MAIN PARTNER PUB

Image is everything, and the new PUB department store is all about that. And more. PUB is passionately re-inventing and re-building itself with pop culture, music, art and of course fashion in focus. The new PUB has street credibility and vintage mixed with haute couture and the latest designers from around the world. Each floor represents its own unique expression and visual statement. The new PUB has already started with Awesome Rags and is taking new steps everyday.