

Odd Molly International AB (publ)

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Odd Molly wins Swedens most prestigious design award

Odd Mollys Chief Designer Karin Jimfelt-Ghatan has been awarded the most prestigious design award – Damernas Världs "Guldknappen 2008" (The Golden Button). The award was given to Karin at a ceremony in Stockholm on Thursday the 14th of August.

A united jury stated their decision as follows:

"This years "Guldknappen" (The Golden Button) winner is more than a fashion label. It is a concept, an own ageless style. A proof that fashion sagas can come true. The winner has transformed the feeling of a quiet and beautiful Sunday morning to success clothing loved by women of all ages, everywhere. She has beat the category competition both domestically and internationally. We honour Karin Jimfelt-Ghatan for Odd Molly who has given the modern folklore a new successful face."

In the jury; Mona Johansson, Chief Editor of Damernas Värld, Martina Bonnier, fashion Editor of Damernas Värld, Tom Hedqvist, Principal of Beckmans College of Design, Salka Hallström Bornold, fashion journalist och Karina Ericsson Wärn, fashion journalist.

- Damernas Världs "Guldknappen" is Swedens most acknowledged design award, and perhaps the biggest confirmation a designer can get in Sweden. I think the price – which is gaining more and more recognition internationally – inspires many fashion designers. I'm very proud of the award which I share with my colleagues at Odd Molly says Karin Jimfelt-Ghatan, Chief Designer at Odd Molly.

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Pressimages can be downloaded at Odd Mollys website www.oddmolly.com under "press".

Odd Molly is a Swedish designer fashion label, founded in March of 2002. Odd Molly designs are sold thru some 1600 boutiques and better top department stores in 38 countries. In the short history of the company, Odd Molly has won numerous awards such as "Export Company Of The Year", "Retail Brand Of The Year", "Shooting Business Star Of The Year", "Intl Prêt-à-porter Award" etc. Odd Molly is a public company on the Swedish Stock Exchange "First North".

The birth- and growth story of the Odd Molly company is something else and has drawn great attention.

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