

Odd Molly International AB (publ)

PRESSRELEASE

Stockholm 21st of July 2008



Swedish Odd Molly teams up with Helena Christensen

The Odd Molly Spring/Summer collections for 2009 are being launched in cooperation with Danish supermodel Helena Christensen. The official start of this partnership will be at the premiere of the Odd Molly collections during the Copenhagen International Fashion Week on August 8th at the Hotel D'Angleterre. The Odd Molly World Premiere Runway Show begins at 10:00pm, doors open at 8:00pm. Helena Christensen is Odd Mollys hostess for the evening.

There will be a photo shoot the same week, to prepare advertisements for publication in leading fashion magazines in the US, England, Italy, Sweden and Denmark, among other countries.

Per Holknekt, Creative Director at Odd Molly, reports:

"Well, the decision to contact this dream girl for our campaigns was something of a long shot. But Helena really likes what we do and our partnership is the result of a super simple negotiation. We have really hit the mark with Helena and she truly embodies our sentiments at Odd Molly... and for that matter... the reverse is also true. This seems like a strong statement, but we operate at the elite level and we all feel that this partnership is just self-evident".

Helena is being flown in from New York for the job and her photographer, White Russian Yelena Yemchuk, will be flown in from Kiev. Yelena has previously worked as campaign photographer for companies such as Lacroix, Dries van Noten, Kenzo and Cacharel, to name just a few.

The Odd Molly advertising campaigns with Helena Christensen will be published from January 2009.

Stylist for the assignment is Swedish Eva Lindh
Design Manager at Odd Molly is Karin Jimfelt-Ghatan
Creative Director for the campaign is Per Holknekt

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Odd Molly:

Odd Molly is a Swedish designer fashion label, founded in March of 2002. Odd Molly designs are sold thru some 1500 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.

Helena Christensen:

Helena Christensen is certainly one of the leading supermodels of the 1990's. She has had one of the most diverse careers of those belonging to this elite group familiar to most everyone. A veteran of the fashion runways and trade magazines, Helena is still one of the most in-demand models.

The leaders of the fashion world have endlessly showered praise about Helena's captivating looks. The late designer Gianni Versace said she has the most beautiful body. Karl Lagerfeld described her as possessing a figure type that's very rare. Nobody has better legs, John Galliano comments, she fills clothes with life and fire.

In addition to these more traditional modelling opportunities, Helena has also worked in various film and television projects. These include: the MTV fashion show Fashionably Loud, the 1992 independent film Inferno, and Chris Isaak's hit music video Wicked Game.

Born on Christmas day in 1968 to a Danish father and Peruvian mother, Helena grew up in Denmark. Her childhood interests included music and photography.

Today she lives in New York with her son Mingus, 8 years old. Her interests includes painting, photography, interior decorating, and Rock music.

And she has her own boutique in New York called BUTIK with Leif Sigersen.

She is also very much involved with charity and her work includes supporting CCPI, and FoodBank NY, just to name a few.