



**Reflections from Grand Hôtel**  
**August 1st, 2009**

**Helena Christensen back on the runway, now with Swedish Odd Molly.**

Swedish designer label Odd Molly, moves from fashion capital to fashion capital with our annual runway show "World Premiere". Last year it was Scandinavian fashion hub Copenhagen and the year before that, Hollywood, Los Angeles. This time, with the spring/summer-2010 collections, back to home turf at fabulous Grand Hôtel in Stockholm with a show also broadcasted world wide on the internet.

Odd Molly is mostly known for our hippiesque high level of innovative yet wearable designs. If you were expecting the previously barefooted bohemian presentation you won't get it. Helena Christensen opened the show in leather and heels and 15 minutes later closed it in a gown to die for or say "Yes" in.

The theme of the collection is "power of a lover", a lady in a 40's dancehall go-about at the beach. Colors and yet colors. Limitless patterns and prints seemingly made by hand. Lots and lots of fabric, embroideries and rhinestones. Feminine shapes, still fittings for the fast living. Full circle dresses, knits beyond imagination and a true romance between eye and heart. All in all playful designer confidence that shows from the very first moment until the very end.

Odd Molly says it's just lovely designs and not fashion.

(At the press conference prior to the show, Helena Christensen also revealed a design project co-op with Odd Molly where she is designing a series of bed linen, for the benefit of the forgotten victims of the Chernobyl disaster. The bed linen to enter stores Christmas of 2009).

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*The 7 year old design team of Odd Molly have won numerous awards, such as the "prêt-à-porter award" in Germany, "designer of the year" in Sweden and many others. Odd Molly is since 2007 a public company with shares noted at the Stockholm Stock Exchange. Odd Molly works in 40+ countries and has a presence in nearly 2000 stores world wide. Flagship store in Stockholm with more internationals to come.*