

Odd Molly International AB (publ)

## PRESS RELEASE

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post fire dew<sup>®</sup>

### Helene Billgren in collaboration with Post Fire Dew

**Post Fire Dews spring/summer collection for 2012 is launched in collaboration with Helene Billgren. Helene has designed a print which is represented in several of the collection's garments.**

***Helene Billgren says:***

*"The pattern is a map or a game, to travel cross country and stop, maybe at a barbecue. There are trees with and without needles, pine cones with strength and smoke rings for those who can not do without. By the path a troubadour who plays, perhaps for you. For me it's a favor to sit in the same boat as a clothing line Post Fire Dew".*

Helene's print will be used for a total of seven products, both as a lining in jackets, print on a scarf and T-shirts, and embroidery on a sweater.

***Per Holknekt, creative director at Post Fire Dew says:***

*"Helene's art illustrates to me that sprawling beauty in many brains... The caution mechanisms in us usually censors our expressions and Helene just speaks her brain without giving a damn. I was so happy when a such great and beautiful artist as Helene Billgren wanted to cooperate with us. It is a true honor to be working with an artist who so beautifully represents the fearlessness that Post Fire Dew so much celebrates".*

Spring/summer 2012 collection's theme is "Coming to Town" and express masculinity in uncomplicated design that simply looks great in an attractive way, unconsciously. Classic, timeless and beautiful qualities. Many of the qualities are organic and recycled from earlier material. Colors of the season is particularly diverse marine tones and natural colors of white, gray and sand. Contrasting colors of red and bright blue makes the details of the collection.

***About Helene Billgren:***

*Helene Billgren lives and works in Stockholm. Her art is represented by, among others, Moderna Museet, Gothenburg Art Museum, Malmö Art Museum and National Art Council. She has also worked on costume and propsdesign for the National Theater, Strindberg Theatre and Denandenoperan in Copenhagen.*

***About Post Fire Dew:***

*Post Fire Dew is a men's brand in the Odd Molly International Group and was founded in 2009 with Ylva Liljefors as Chief Designer. Post Fire Dew has since the start worked with various interesting and popular artists: Mattias Olsson, Moley Talhaoui, Andrew Englund and now Helen Billgren. The cooperation has been a part of strengthening the artistic level of the brand.*

***About Odd Molly:***

*Odd Molly is a Swedish company that designs, markets and sells fashion. Odd Molly's products are sold through approximately 1300 independent retailers in over forty countries around the world. In addition, Odd Molly, now three concept stores in Stockholm, Los Angeles and Copenhagen and two outlet stores in Kungsbacka and Barkaby. Odd Molly has 56 employees. The company's profitable growth based on creative design, consistent branding and a business model that allows for expansion with limited capital and low inventory risk. Odd Molly shares traded since 21 June 2010 on the NASDAQ OMX Stockholm.*

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