



FOR IMMEDIATE RELEASE
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ODD MOLLY TO SHOW SPRING COLLECTION 2011 AT MERCEDES BENZ FASHION WEEK

On Wednesday September 15th Swedish design team Karin Jimfelt-Ghatan and Per Holmnekt will present, for the first time, their wildly popular and beloved label odd molly in conjunction with Mercedes Benz Fashion Week in New York at Lincoln Center (the cities prestigious center of performing arts) along side internationally recognized American brands Tommy Hilfiger, Carolina Herrera, Vera Wang, Isaac Mizrahi, Narciso Rodriguez, and Anna Sui. All eyes will fall on the tents in Lincoln Center over the week with the most influential editors, buyers, stylists, tastemakers, and celebrities descending!

The show will feature an exclusive live performance by Ghost Of A Saber Tooth Tiger, fronted by Sean Lennon and Charlotte Kemp Muhl.

The Spring 2011 Collection, inspired by "that Sunday morning feeling" will be styled by renowned stylist Heathermary Jackson who along with Chief Designer Karin Jimfelt-Ghatan has taken the odd molly world traveler look and combined Jimfelt-Ghatan's usage of vintage colors and mixed patterns, qualities and layers to complete the look.

"It is of course a great honor to show at Mercedes Benz Fashion Week in New York, but we belong here and will most definitely deliver. Even with the great expectations, our team of designers accompanied with stylist Heathermary Jackson and our supreme live performers are very very ready", says Creative Director Per Holmnekt.

For those who are unable to join odd molly at the show, the entire experience will be available via live broadcast on www.oddmolly.com at 5pm EST on September 15th.

About Odd Molly

odd molly is a Swedish company that designs, markets and sells fashion. odd molly products are sold through 1,400 external retailers in around 40 countries around the world. In addition, odd molly currently has four of its own stores in Stockholm, Kungsbacka, Los Angeles and Copenhagen. odd molly has 50 employees. The company's profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and minimal inventory risk. odd molly's share is traded as of June 21, 2010 on NASDAQ OMX Stockholm.

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The runway show
will be available
via live broadcast on
www.oddmolly.com