



## SCHEDULE Tuesday 9.2

<b>WELCOME TO SFW + OPENING SPEECH</b>	Catarina Midby x Emilia de Poret and Daniel Lindström with H.R.H. Crown Princess Victoria	10.00 CET
<b>STAND STUDIO</b> Digital Show & Conversation	Nellie Kamras x Lisa Aiken / ModaOperandi	10.30 CET
<b>CMMN SWDN</b> Digital Show + Conversation	Emma and Saif Bakir x Christopher Morency / Highsnobiety	11.00 CET
<b>THE STATE OF FASHION - THE PANDEMIC EFFECTS</b> Digital discussion	Simon Collins, with Casey Hall / Business of Fashion China and Achim Berg / McKinsey	11.30 CET
<b>DIEMONDE</b> Digital Show + Conversation	Angelo da Silveira x Naira Abdel-Halim / Swedish Fashion Association	12.00 CET
<b>HOUSE OF DAGMAR</b> Digital Show + Conversation	Sofia Wallenstam, Kristina Tjäder, Karin Söderlind x Emilia de Poret	12.30 CET
<b>STOCKHOLM STORIES</b>	Fashion stylist / Balenciaga muse Ursula Wångander's Stockholm, with Åsa and Fredrik Blank och Ellen Hodakova	13.00 CET
<b>A DAY'S MARCH</b> Digital Show		13.30 CET
<b>CLOSING THE LOOP - THE NEW BUSINESS MODELS</b>	Elin Larsson, with Johanna Norrman / It's Re:leased, Jenny Fredricsdotter / Re:newcell, Niclas Appelquist / Absolut, Emma Garrote / Gina Tricot	14.00 CET
<b>SELF CINEMA</b> Digital Show + Conversation	Samuel Thomas and Anthony Rock, Gloria Tramontana / Boozt.com and Daniel Lindström	14.30 CET
<b>SCHNAYDERMAN'S</b> Digital Show + Conversation	Joel Urwitz, Hampus Bernhoff x Nick Carvell / Oracle Time	15.00 CET
<b>PURPOSE AND VALUES - THE NEW INFLUENCERS</b>	Clare Press / Wardrobe Crisis, with Imane Asry / Fashion with Faith and Roger Dupé / Melyon	15.30 CET
<b>ATP ATELIER</b> Digital Show + Conversation	Maj-La Pizzelli x Casey Hall / Business of Fashion China	16.00 CET
<b>BOOZT.COM daily SFW summary "SUSTAINABLE STYLE" with Live Shopping Show</b>	Elina Grothén / Elle Sweden	18.00 CET



## SCHEDULE Wednesday 10.2

<b>WELCOME TO DAY 2</b>	Catarina Midby x Emilia de Poret and Daniel Lindström	10.00 CET
<b>GENDER FLUIDITY IN FASHION</b>	Kakan Hermansson / Freelance, Fredrik Robertsson / Björn Axén, Ken Gacamugani / Model, Maja Gunn / University of Gothenburg	10.10 CET
<b>WEEKDAY</b> Digital Show + Conversation	Anna Norling x Laird Borrelli Persson / Vogue Runway	10.30 CET
<b>STYLEIN</b> Digital Show + Conversation	Elin Alemdar x Natalie Theodosi / WWD	11.00 CET
<b>LIVE SHOPPING - stylein.com</b>		11.20 CET
<b>JENNIFER BLOM</b> Digital Show		11.30 CET
<b>DIVERSITY - DATA AND ACTIONS</b>	Baroness Lola Young of Hornsey, Suzan Hourieh Lindberg x Naira Abdel-Halim	12.00 CET
<b>H&amp;M STUDIO SS21 VINTAGE</b> Digital show + Conversation	Ann-Sofie Johansson x Emilia de Poret	12.30 CET
<b>INGY STOCKHOLM</b> Digital show + Conversation	Ingela Klemetz Farago x Emilia de Poret	13.00 CET
<b>STOCKHOLM STORIES</b>	MAGNIBERG with Bengt Thornefors, Nina Norgren and Petter Lundgren	14.00 CET
<b>BLK DNM</b> Digital show + Conversation	Johan Lindeberg x Daniel Lindström	14.30 CET
<b>BECKMAN'S COLLEGE OF DESIGN</b> Digital show + Conversation	Konrad Olsson / Scandinavian Mind with students and designer collaborators	15.00 CET
<b>RODEBJER</b> Digital Show + Interview	Carin Rodebjer x Caroline Issa / Tank magazine	15.30 CET
<b>HOPE</b> Digital show + Conversation	Frida Bard x Emilia de Poret and Daniel Lindström	16.00 CET
<b>LAZOSCHMIDL</b> Digital show + Conversation	Josef Lazo x Daniel Lindström	16.30 CET
<b>LAZOSCHMIDL - LIVE PERFORMANCE</b>		17.00 CET
<b>BOOZT.COM daily SFW summary</b> <b>"TRENDS" Live Shopping</b>	Jahwanna Berglund / Odalisque Magazine and Susan Stjernberger / Style in Scandinavia	18.00 CET



## SCHEDULE Thursday 11.2

<b>WELCOME TO DAY 3</b>	Catarina Midby x Emilia de Poret and Daniel Lindström	10.00 CET
<b>CLIMATE ACTION - THE COUNTDOWN CONTINUES</b>	Michael Schragger / STICA, with Cecilia Tall / TEKO, Kim Hellström / H&M Group, Sandra Roos / KappAhl	10.05 CET
<b>LEXINGTON</b> Digital Show		11.00 CET
<b>HUNKYDORY</b> Digital Show		11.30 CET
<b>DESIGNING FOR SUSTAINABILITY - THE SWEDISH DESIGN MOVEMENT</b>	Catarina Midby / SFA, with Jenny Bergström / Swedish Institute, Tobias Olsson / Architects Sweden, Eva Lilja / IKEA and Ann-Sofie Johansson / H&M	12.00 CET
<b>LUGOT</b> Digital Show		12.30 CET
<b>FASHION RECYCLING - AN EXCITING EXPERIENCE</b>	Elin Larsson / RE: Source-SIP, with Anna Vilén / SYSAV and Paul Doertenbach / I:CO	13.00 CET
<b>SKULTUNA</b> Digital Show		13.30 CET
<b>STOCKHOLM STORIES</b>	Pioneering Fashion journalism in the 1990's and today: Claes Britton / Stockholm New x Frida Vega Salomonsson / Nuda Paper	14.00 CET
<b>SWEDISH STOCKINGS</b> Digital show + Conversation	Linn Frisinger x Emily Chan / Vogue Global Network	14.30 CET
<b>CHIMI EYEWEAR</b> Digital show + Conversation	Charlie Lindström x Hanna Marzouki Widlund	15.00 CET
<b>CLOSING REMARKS / THANK YOU</b>	Catarina Midby, Daniel Lindström, Emilia de Poret, Cia Jansson / Elle Sweden	15.30 CET
<b>BOOZT.COM daily summary "NORDIC BRANDS" with Live Shopping</b>	Boozt.com	18.00 CET