Stockholm Fashion Week Presents Live Video Shopping as Part of the Schedule

Stockholm Fashion Week returns digitally on February 9-11 with live video shopping integrated into the main schedule. The Boozt "Watch & Shop" will be a daily event featuring highlights from the schedule, allowing viewers to engage in an interactive shopping experience in real-time within the video broadcast. It is the first time ever there is a live video shopping event as part of a fashion week schedule.

Stockholm Fashion Week was last year, amid the pandemic, relaunched in a digital format by the Swedish Fashion Association and Secretary General Catarina Midby. Now partnering with Boozt, and presenting the second digital edition of Stockholm Fashion Week, Catarina Midby, says: "We want to encourage and develop entrepreneurship and innovation within the Swedish fashion industry and to showcase how our technologies help push boundaries to showcase Swedish brands."

Stockholm Fashion Week will be inaugurated by Crown Princess Victoria of Sweden on February 9. The three-day program continues with presentations mixed with conversations. The designer line-up includes Weekday, Rodebjer, House of Dagmar, BLK DNM, Stand Studio, ATP Atelier, among many others.

"We continue to invest in cutting-edge technology designed to elevate the shopping experience for our more than two million customers. By introducing the "Boozt Watch & Shop" live shopping events we want to invite our community to connect with the fashion industry - engaging everyone around Nordic brands, sustainable choices and trends. We look forward to launching this with Stockholm Fashion Week and the strong Nordic fashion brands, looking into trends 2021," says Dorte Tandrup, Sales & Marketing Director at Boozt.

Live Shopping Schedule During Stockholm Fashion Week

- February 9: Boozt Live on Sustainable fashion, hosted by Elina Grothén, Fashion Director at Elle Sweden
- February 10: Boozt Live on SFW Trends, hosted by Jahwanna Berglunds, Fashion Editor at Odalisque Magazine and Susan Stjernberger, Influencer @styleinscandinavia
- February 11: Boozt Live on Nordic designers, hosted by Katinka Island, Senior Buying Manager at Boozt and Sarah Jane Wilson, Fashion Editor at Boozt

Photos: https://stockholmfashionweek.se/IMAGES-2

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About Stockholm Fashion Week
Stockholm Fashion Week was founded in 2005 with the objective of putting Stockholm and Swedish fashion on the international fashion scene. Stockholm Fashion Week was initially a physical event held twice per year. It has been relaunched in a digital structure since August 2020. Visit Stockholm Fashion Week for a schedule of events and presentations occurring February 9-11, 2021.

About Boozt
Boozt is a leading Nordic technology company selling fashion and lifestyle online. Founded in 2011, Boozt has over 2 million active customers and offers a curated and contemporary selection of fashion and lifestyle brands primarily through its multi-brand webstore Boozt.com. The company is focused on using cutting-edge technology and local Nordic operations to curate the best possible customer experience.

Additional assets available online: Photos (1)

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