Visit Sweden News Room

Stockholm’s Slow Fashion District Named One of the World's Best Places by TIME

TIME has named the Slow Fashion District in Stockholm, Sweden, one of the world's hundred best places in 2024, highlighting its commitment to sustainability and innovation in the fashion industry.

"We are incredibly honored that our Slow Fashion District has received this recognition from such a respected publication as TIME," says **Mikaela de Verdier**, CEO and co-owner of Slow Fashion Hub.

See the Slow Fashion District listing and complete list.

Slow Fashion Hub is the initiator behind the naming ofSlow Fashion District. The hub is an innovative store concept that promotes second-hand vintage and upcycled fashion. Founders Therese Forsberg (Vintage Vitalité), Mikaela de Verdier (Em’s Second Hand), and Stina Loving (re-designer), along with the 18 other second-hand stores in the area, have created a center for sustainable fashion that has now gained global attention.

About Slow Fashion District
Slow Fashion District is the area between Slussen and Zinkensdamm on Södermalm in Stockholm. Hornsgatan is the main street, and around it, you will find 19 unique stores with vintage and second-hand clothes, vintage interiors, organic skincare, and more. All within an area of just over 1 km. Sustainability is the key word for all businesses. Through strong collaboration and networking, Slow Fashion Hub invites all stores to participate and benefit from joint efforts.

"Our goal has always been to create a community where we as colleagues can help each other. This approach has not only promoted our individual businesses but also contributed to a strong and cohesive community," says **Mikaela de Verdier**.

To facilitate for visitors and customers, Slow Fashion Hub has developed a map of the area available both physically in all stores and online, as well as in hotels, cafes, and other places.

About Slow Fashion Hub
The store Slow Fashion Hub at Hornsgatan 29 C is an innovative concept founded by Therese Forsberg, Mikaela de Verdier, and Stina Loving. The concept is both a colorful store and a creative meeting place. Side by side, the assortment from Vintage Vitalité and Em’s Second Hand is complemented by re-designer Stina Loving’s unique upcycled show pieces made from reuse and various types of discarded textiles. The meeting place consists of pop-up spaces available monthly for other creators who want a place to showcase themselves, build their businesses, and meet their target audience.

With a focus on sustainable fashion, second-hand, vintage, and reuse, they have together created an attractive destination for conscious fashion that is now internationally recognized. We look forward to continuing our journey towards a more sustainable future and sharing this exciting news with our colleagues, customers, and followers.

For more information, interview requests or press materials, please contact:

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Visit Sweden has an official assignment from the Swedish government to market Sweden as a destination. Our vision is that by 2030, Sweden will be the world's most sustainable and attractive destination built on innovation. Now more than ever, purposeful travel needs to be meaningful, conscious, and create lasting value for our guests, the local community, and our planet. Welcome to Sweden, a destination of a different nature.

Additional assets available online: Photos (1)

https://press.visitsweden.com/2024-07-25-Stockholms-Slow-Fashion-District-Named-One-of-the-Worlds-Best-Places-by-TIME