

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

Date: Friday 2 May

### **Swensk Launches “Clever People” — Paying It Back to the Customers Who Made the Store What It Is**

Swensk, the longstanding Melbourne store known for Scandinavian fashion and timeless design, is launching something new — and very human.

Clever People is a curated market and talks series built entirely around Swensk’s own customers: a network of creative entrepreneurs, artists, designers, architects and thinkers who are as considered as the clothes they wear.

The idea is simple — interesting people know interesting people. Now, with over 25 participants involved in the market, 4 special appearances and 6 talks, Clever People gives these individuals a platform to share what they make, do, and know. It’s part product showcase, part knowledge exchange, and fully grounded in community.

The project will launch during Melbourne Design Week but is rooted in something much longer-lasting — the relationships that Swensk has nurtured over 18 years in the city.

#### **About Swensk**

Swensk is a Melbourne-based fashion store dedicated to Swedish design, timeless quality, and the pursuit of understated luxury. For over 18 years, we’ve curated clothing and ideas for metropolitan minds — those who value purity, functionality, and raw beauty across every aspect of life.

Founded on the belief that simplicity is not just an aesthetic but a discipline, Swensk serves a community of likeminded individuals who believe that how something is made — and why — matters. We call it metropolitan curiosity: a search for the right way of doing things, guided by thoughtful design and quiet integrity, designed for people who live in cities and shape the world from within them.

Our collections are seasonless, multifunctional, and carefully selected from Sweden’s most respected designers. But more than a store, Swensk is a space for ideas, trust, and enduring relationships — where the customer is always the starting point.

**For more information, images or interviews, contact:**

Mats Ekstrom

Director, Svensk

[mats@swensk.com](mailto:mats@swensk.com)

0448 846 054

# Melbourne Design Week



**MARKET**  
15-18 MAY 10AM-5PM

MÖRK CHOCOLATE  
MYSTIC BREW  
SASSY PARK  
MONSIEUR FINGER  
MANDY HALL  
LIZ SUNSHINE  
MEANJIN  
TESS STOMSKI  
LUCIANNE TONTI  
STUDIO RAELOLOMON  
JENUINE LEATHER  
K-FIVE  
BODYGUIDE  
KATIE CUDAL CERAMICS  
LARS WANNOP  
TREVOR LIDELL  
AMCD STUDIO  
STEVE WOMERSLEY  
MAIIE  
MELBOURNE BOOKS  
BROACHED COMMISSION  
BRYAN MICALLES STUDIO  
CATHY STAGLIANO  
RACHELLE AUSTEN

**TALKS**  
15-18 MAY 6PM-8.30PM

●MAY 15 THUR  
WRITING IN MOTION  
LUCIANNE TONTI (SUNDRESSED)  
TALKS-LIVING OUTSIDE THE SYSTEM  
LUCIANNE TONTI (SUNDRESSED)  
ANDREW EGAN (EGANS)  
MATS EKSTROM (SWENSK)  
JANE MATTHEWS (SWENSK)

●MAY 16 FRI  
MEET THE MAKER: HOW TO MAKE ART ON LEATHER  
JEN BOOTH (JENUINE LEATHER)

TALKS-BUILDING MÖRK CHOCOLATE  
JOSEFIN ZERNELL (MÖRK CHOCOLATE)

TALKS-SCALING WELLNESS  
MATTHEW GREEN (BODYGUIDE)

●MAY 17 SAT  
LIVE PROJECT: ARTFUL DOER  
DANIEL POLLOCK (MONSIEUR FINGER)

TALKS-DESIGNING THE FUTURE OF CULTURAL SPACES  
MICHAEL PARRY (MAP CO)

TALKS-THE INNOVATION OF TECH FOR THE  
CULTURAL SECTOR  
NIC WHYTE (ART PROCESSORS)

●MAY 18 SUN  
MOBILE HYPER KITCHEN  
MICHAEL TRUDGEON (CROWD PRODUCTIONS)

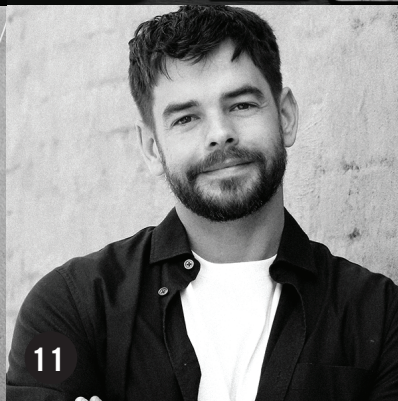
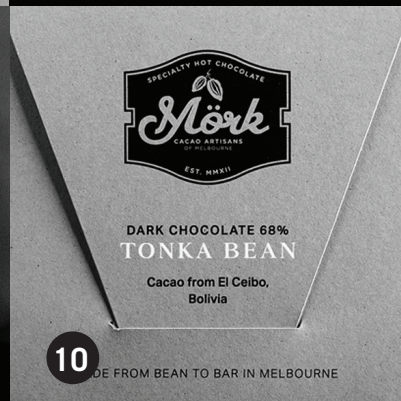
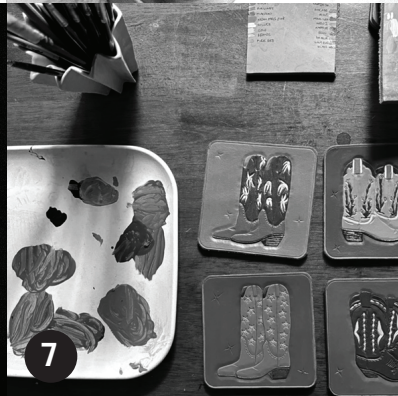
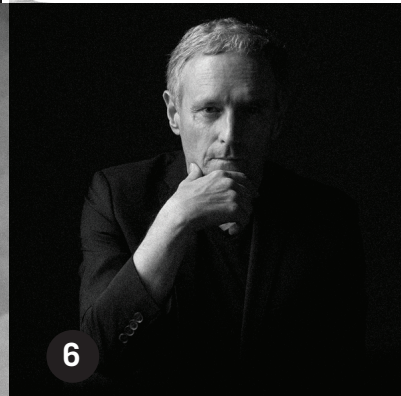
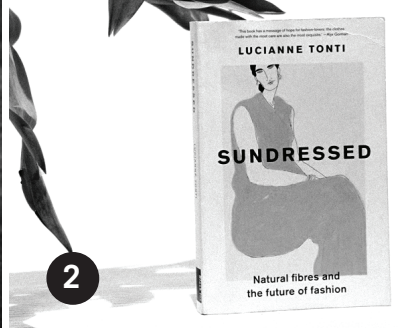
COOKING WITH TESS  
TESS STOMSKI (NISEKO HARVEST)

TALKS-CREATIVITY MULTIPLIED HOW AI CAN SCALE  
ENTREPRENEURIAL AMBITION  
CHRIS HEYWOOD (TECHTRONIC INDUSTRIES)

SWENSK  
1/230  
LT COLLINS ST  
SWENSK.COM













31



32



33



34



35



36