

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **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.

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