



# TRANSMISSION

with ERİK BJERKESJÖ

**January 11, Aula Magna, 5pm**

fashion designer from Stockholm  
with a shoe production in Tuscany

graduated at Polimoda Institute  
of Fashion Design & Marketing

his last menswear collection is  
a timeless display of effortless allure,  
one of cavalier expression and novel ambitions,  
inspired by the rigour and suspense of the WWII

Erik will talk about the role of  
the designer in nowadays fashion,  
explain how he became the brand of himself  
giving a shape to his own figure,  
and tell how a new designer-brand  
can have visibility finding place  
in the current industry, sometimes fragmented,  
sometimes characterized by a lack of values

we are proud to have him back in town