

Women unite Lindex and Matthew Williamson

British fashion designer Matthew Williamson designs a unique autumn collection for Lindex. The design collection, to be released on October 4, is part of the Cancer Society's Pink Ribbon campaign, in which 10% of sales go to the fight against breast cancer.



World renowned designer, Matthew Williamson has worked with Lindex to bring his highly recognisable signature aesthetic to a unique design collection. A master of print, embellishment and kaleidoscopic colour the British designer has incorporated his key hallmarks into a collection of refined and feminine pieces for women. A graduate of the prestigious Central Saint Martins College in London, Matthew Williamson showed his first collection in 1997 and has since continued to build a luxury brand which has stores in London, Dubai and Qatar as well as 170 stockists worldwide.

" It feels great to be working with an exciting, international fashion company. The collaboration gives me the opportunity to reach a new group of fashion conscious women." says Matthew Williamson.

" We are very excited and proud of our collaboration with Matthew Williamson who is an award winning and internationally recognised designer with a very distinctive and spirited sense of glamour. We have worked to create an accessible collection which can be worn by all women", says Nina Starck, Head of Design at Lindex.

The design collection brings both brands together to support the Pink Ribbon campaign. Lindex have been proud sponsors of the Cancer Foundation of Sweden and similar organisations in the company's 16 other markets for over 10 years. This support continues with 10% of sales from this collection being donated to the fight against breast cancer.

" As a designer it has always been important to me that my designs make women feel beautiful and confident. I love women and have always been inspired by them so I am thrilled that this collection can support such a worthy cause ", Matthew Williamson comments.

The unique design collection consists of garments and accessories for the fashion conscious woman and some garments for the young fashionista and will be available in a choice of Lindex stores and www.lindex.com.

Meet Matthew Williamson and his ["Sense of style"](#)

For more and high-resolution images, please visit [Lindex Newsroom](#).

For more information, please contact:

Anne-Kathrine Almark
PR/Press Manager, Lindex
Tel: 46 31 739 50 84
E-mail: anne-kathrine.almark@lindex.com

Lindex is one of Europe's leading fashion chains, with more than 470 stores in 16 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, kids' wear and lingerie for women who are interested in fashion. Lindex is part of the Finnish-listed Stockmann group. More information is available at www.lindex.com