

Rolling Stones launches clothing line in Finland together with Dressmann

Helsinki, January 18 2011. Fashion chain Dressmann has entered into an exclusive partnership with the legendary rock band The Rolling Stones.

“Our goal is to become the largest chain in men’s fashion”, says Petter Varner, CEO of Dressmann.

He makes no secret of the fact that growth and development has laid the foundation for Dressmann to be able to enter into collaboration with the ultimate rock ‘n roll adventure.

Secret meetings

The first meeting between the two parties took place in May last year. Since then, secret negotiations have been held, and now the agreement is finally signed.

“This collaboration shows that Dressmann is under development, while continuing to offer quality clothes at surprisingly low prices in all of our stores”, says Petter Varner. The collaboration has been very secretive and it is still an ongoing process for both parties.

With its 380 Dressmann-stores, The Rolling Stones will be able to reach many music lovers throughout the Nordic region.

Rolling Stones and Dressmann met for the first time in May 2010 at the Carlyle Hotel in New York in conjunction with the launch of the documentary film “Stones in Exile”. “Drummer Charlie Watts gave an almost aristocratic appearance when we first met him, with the way he behaved”, says Varner.

Mick Jagger was in a good mood having just seen a big Rolling Stones show at the popular shopping mall Bloomingdales.

“The atmosphere absolutely exploded when Keith Richards entered the room”, says Petter Varner.

The collaboration

This collaboration is about developing Dressmanns unique approach to its business. The world’s leading rock band is thus on the same team as the clothing chain that wants to become number one in men’s fashion.

“We like The Rolling Stones and hope to expand our partnership”, says Varner. Together, Dressman and The Rolling Stones will develop men’s fashion and the music industry side by side. The agreement means that Dressmann has access to six Rolling Stones songs and will be renovating all its stores to resemble concert scenes. Also, the official company logo will have a new design.



In addition to this, two unique collections will be launched. «As Worn by The Rolling Stones» is a unique collection based on replicas of T-shirts that The Rolling Stones-members have worn during their tours in the 70s.

Dressmanns own designer Johan Lundell has also developed a full-fledged collection based on the band's history, with known symbols such as the famous tongue.

All products, which will be available in Dressmanns stores from week six, has been presented to the band.

“Mick Jagger has personally approved everything we sell in our stores”, says Varner.

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