

## ETON PROUD TO ACCEPT 2011 FASHION EXPORT AWARD



*The Swedish Fashion Gala was celebrated in Stockholm Waterfront Congress Center, Sweden, on August 10, 2011. Hosted by Sweden's No. 1 fashion trade magazine Habit, 18 Swedish fashion companies were recognized for their outstanding achievement throughout the year.*

According to Habit's website, the publication had the following to say about Eton;

“Swedish fashion is clearly finding success abroad, and that has been proven by this year's winner – Eton. It all started for Eton in a very small scale in Sweden, but the collection very soon found its way out of the country. Today, the fashion-forward customer can find the brand's shirts in almost every corner of the world. With strong export increases, even to countries such as USA, Germany, and the UK where consumers have held on tight to their wallets, this is a well-deserved winner! A Swedish classic appreciated far beyond our own borders.”

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