

LAUNCH EVENT - 507 71 THE EXPERIENCE



Highly Anticipated 507 71 Capsule Collection Launches with Rock n' Roll Flare at Gubbrummet in Stockholm

27 September, 2011, Stockholm: To celebrate the launch of the Jimi Hendrix inspired 507 71 collection for Autumn/Winter 2011, Eton of Sweden hosted an intimate event at Gubbrummet in Stockholm. Head of Design Sebastian Dollinger proudly presented the fancifully elegant designs in the extremely limited collection – 200 pieces in total and only available at etonshirts.com – to a brimming audience eager to catch a glimpse.

Up and coming band Gustaf Törling and the Wolfkings rocked the stage and rocked their favorite 507 71 collection shirts, (though thankfully, they only imitated Mr. Hendrix's fashion and not his habit of setting things on fire). International press including GQ, Esquire, and Men's Health Germany were all present to witness the collection's debut, as were fashion icon Nick Wooster and local media personalities such as photographer Christian Coinbergh, Tiger of Sweden CEO Markus Thunmarker, and Fashion Editor, DJ, and blogger Pamela Bellafesta.

To learn more about the collection and how to purchase one of these remarkable shirts, please visit the 507 71 collection site on etonshirts.com.

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