



What starts in NYC

can shape your world

Invitation

The Swedish Edit – New York Fashion Week
September 14-16, 2026



The Association of
Swedish Fashion Brands



ORANGE JUICE.



Consulate General of Sweden
New York



Why the timing is *now*

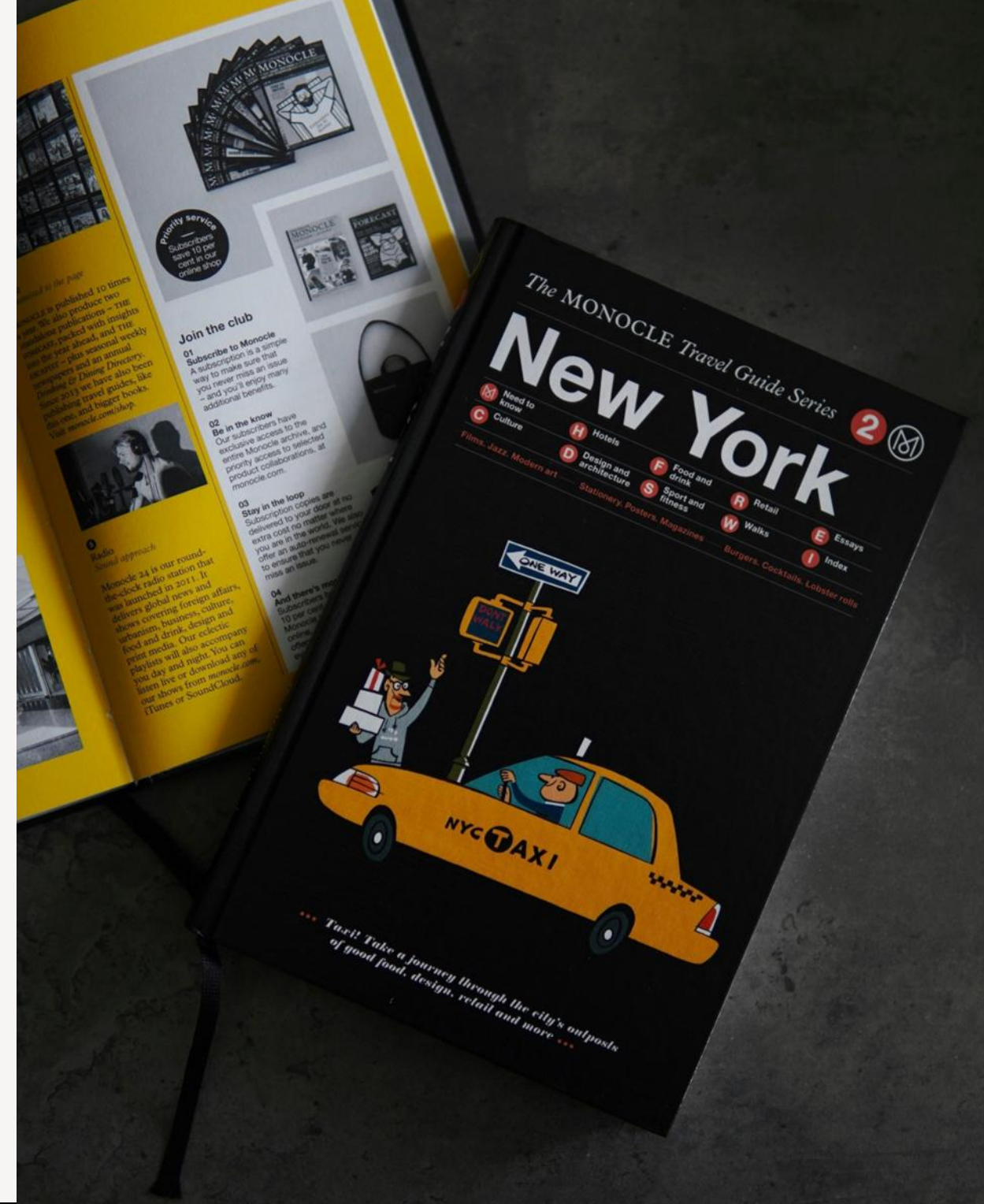
The US is the largest consumer market in the world and the most-cited “next move” in many growth playbooks. It’s also where many Swedish brands stall, not because the product/market fit is wrong, but because the operating model is built for Sweden or Europe and travels poorly.

Tariffs changed. De minimis closed. CAC is rising. AI-driven discovery is rewriting how US consumers find new brands. Department stores keep folding while specialty retail quietly compounds.

Nostalgia is not a strategy.

This is a working trip with a unique opportunity to build network and get insights and inspiration for your US market plan.

With NYFW happening around us, we are inviting a small cohort of Swedish fashion & lifestyle brands to join us for three days. One press & networking event at the Swedish Residence on a busy night of New York Fashion Week. The essential infrastructure of US market entry and brand growth, led by people who have helped dozens of brands scale here. Industry peers to learn from and get inspired by along the way.



What the three days *look* like

01: Mon. Sep. 14

The US Reality

morning

State of the US Consumer:
2026 market trends w/fashion experts

Founder Panel:
Three brands who have done it.



Split Sessions:

afternoon

A. Legal & Ops
Entity, banking,
compliance,
labelling, tax

B. Localization
Website,
language,
payments, UX

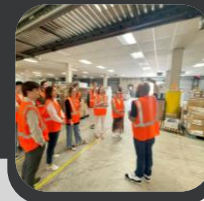
evening

Welcome Dinner

02: Tues. Sep. 15

The US Operating system

3PL Visit: Logistics
Walk the floor, see shipping
and service in action.



Customs Workshop:
AMA with a Customs Broker

Customer Acquisition & Growth:
Discussion on paid media, organic,
CRM, marketplace presence, etc.

Optional:
Meatpacking & SoHo Real Estate Tours

Optional:
Coterie Late Floor, NYFW Street Style

03: Wed. Sep. 16

The Swedish Showcase

Breakfast Session:
US SoMe: Emerging Trends

The Marketing Session:
A US fashion PR firm walks through
what does and doesn't get coverage

- Individual Meetings-

**Reception at
Swedish Consul Residence:**
US press, editors, buyers,
creators, all in one room. No
booths.



Delegate Debrief (Dinner & Drinks)



Who is this *for*?

The *curious*

You have thought about the US, and maybe you have shipped directly from your DTC site (at least up until tariffs and de minimis destroyed your margins). You have not fully committed yet but want to know what it would take.

The *committed*

You're selling in the US. Probably DTC. You have set up a US entity. The numbers are okay-not-great. You suspect the next move is setting up a 3PL and plan for a more dedicated DTC marketing budget. Down the line wholesale, retail, or marketplaces might be interesting, and you'd rather know which.

The *scaling*

You have a US entity, a 3PL, a market-specific customer acquisition strategy for DTC and maybe wholesale doors. Growth has been strong but you are still only tapping into a fraction of the market. The questions have shifted to own retail, marketplaces, AI commerce, and how to build a US brand story that can 10x your brand here.

What it *costs*

The Swedish Edit – NYFW sits inside Business Sweden's *Fashion & Lifestyle Accelerator Program 2026*, which is partly government-subsidised.

Program fee (gross) 80,000 SEK

Governmental subsidy -50%

NET FEE 40,000 SEK

The fee covers programming, venues, expert sessions, the Residence reception, and the support around it.

Flights, hotels and your dinners are on you - we'll send you a hotel block to book against.

What you'll also walk away with: a 90-day post-program cadence with the Business Sweden and Orange Juice teams, key inputs to your US brand story, inspiration and knowledge shared with peers and an on-the-ground network in the US to start tapping into from day 1.

Applications close July 30, 2026.

Reach out to anders.wickberg@business-sweden.se for registration and any questions related to the program.



About the *program partners*



The Association of
Swedish Fashion Brands



ORANGE JUICE.



Consulate General of Sweden
New York



For Swedish fashion -
today and tomorrow.

The ASFB was founded by
Swedish fashion houses in
2009, to collectively own
their own platform for
export, Stockholm
Fashion Week, and for
project-based
collaborations between
the industry, academia
and public sector.

Swedish Fashion Council
(SFC) is an industry
organization that aims to
guide the fashion industry
into the future,
establishing Sweden as
the global leader of the
industry's new era.

Through our thought
leadership, initiatives and
work with SFC
[Incubator], SFC is one of
the key players
accelerating the
transformation of the
global fashion industry.

We are the leading
member organization for
agents, distributors and
suppliers in Sweden.

Established in 1914 with
over 110 years of trade
experience, we founded
Stockholm Fashion
District as the most
important trade hub for
the fashion industry in
Sweden. Our experts offer
strategic advice, legal
guidance and an extensive
network to provide
optimal conditions for
your brand's growth.

Orange Juice is a full-service
growth agency based in
Stockholm.

We produce better financial
outcomes for your
ecommerce brand by
working with growth
management as an
integrated part of your team
and constructing a best-in-
class system for scaling
profitably.

The Consulate General of
Sweden in New York was
first founded in 1843 and
focuses on the promotion
of Sweden.

The Consulate conducts
cultural, commercial and
public affairs, including
coordination and support
of events to showcase
Swedish culture and
promote Swedish
interests in the New York
area.

We help Swedish
companies grow global
sales and international
companies invest and
expand in Sweden.

With a unique
government and private
sector mandate, we
facilitate access where
access is needed. Our
business developers offer
strategic advice, practical
support, market insights
and an extensive contact
network to turn your
potential into reality.

If you can make it here, you can make
it anywhere.