

Odd Molly International AB (publ)



## PRESS RELEASE

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### Ylva Liljefors appointed new designer for Odd Molly's men's collection

Ylva Liljefors, who most recently worked at Tiger of Sweden Jeans, is the new designer responsible for Odd Molly's men's collection. In partnership with Odd Molly founder Per Holknekt, Ylva will design a men's collection that currently has no official name.

"Ylva is a fantastic and courageous designer with a boundless sense of artistic expression and a tremendous feel for the minutest of details. Ylva is also a close friend and we have already a comforting level of great mutual trust, which is essential if we are to create and evolve together. Ylva is definitely a dream catch for us," says Per Holknekt.

The men's collection will be developed under a proprietary brand name and sold in early 2010 for delivery to international stores in autumn 2010.

Ylva graduated from Beckmans College of Design in 1999 and has since designed her own collection known as Ylva Liljefors. In 2002, she was awarded the Guldknappen fashion award but has also worked for J. Lindeberg and as a freelance designer for Odd Molly.

Her background also comprises designing stage outfits for musical performers Robyn, The Ark and Linda Sundblad of Lambretta.

Ylva was born in 1972 and lives with her partner and five-year-old daughter.



Photo: Robert Eldrim

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## About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells fashion for women, primarily through external retailers worldwide. The products are characterized by their beautiful, personal and sensual design, combined with high quality and a distinctive profile. Odd Molly products are sold through approximately 1,550 retailers in 36 countries around the world, with local representation in 24. Odd Molly has 36 employees at its offices in Stockholm and Los Angeles. Sales amounted to SEK 268 million in 2008, generating operating profit of SEK 68 million. Odd Molly's profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and minimal inventory risk. Odd Molly's Chief Designer received the prestigious "Golden Button" fashion design award in August 2008 from the magazine *Damernas Värld*. Odd Molly's share is traded on First North and its Certified Adviser is Swedbank.

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