





Figure 1. World Atlas. Sweden's Geographical Features. Retrieved from <https://www.worldatlas.com/webimage/country/europe/sweden/seland.htm>

**Founded in 1523.**

**Located off the coast of Europe.**

**Capital of Sweden is Called Stockholm.**

**Neighbor to Norway and Finland, both share the same border.**



Figure 2. World Atlas. Sweden's Geographical Features. Retrieved from <https://www.worldatlas.com/webimage/country/europe/sweden/seland.htm>

# FUN FACTS

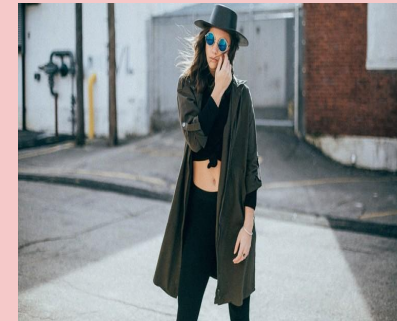
- Stockholm syndrome name came from a botched bank robbery in Stockholm, Sweden In August 1973.
- Mostly flat with mountains in the west. There are numerous lakes and forest throughout Sweden.
- Reindeers are extremely populated in the sweden. No longer wild animals but herded by the Sami people
- Meatballs
- Pippi Longstocking

# Culture

- **Ethnicities: Finns, Sami, Roma, Jews, and Tornedalers (National Minorities of Swedes, 2019)**
- **Religion: Lutheranism (Primary), Orthodox, Islam, Judaism, and Buddhism**
- **Traditions: Midsommar (Midsummer), Crayfish Day, Christmas, and National Sweden Day**
- **Languages: Finnish, Serbo-Croatian, Arabic, Kurdish, Spanish, German, Farsi, Swedish (Primary), and English (Secondary) (Parvall, 2019)**
- **Dress: Likes to wear the color black, denim, trouser, folk dress (Traditional)**



*Figure 3. Swedish Traditional Dress. Sweden woman in Folk Dress. Retrieved from <https://boingboing.net/2016/06/06/swedish-traditional-costume-ma.html>*



*Figure 4. How to dress like a Scandinavian women. Swedish woman dressed in black. Retrieved from <https://theculturetrip.com/europe/denmark/articles/how-to-dress-like-a-scandinavian-woman/>*

# Population

- **The current recorded population of Sweden is about 10,062,847 which amounts to 0.13% of the total world population**
- **#91 on the list of countries by population**  
**(Sweden Population, 2019)**
- **Migration is the biggest factor of population growth for European countries (Lyons, 2019)**

# Acne Studios

is a fashion house based in Stockholm, Sweden. The company was founded in 1996 by Johnny Johansson. Acne Studios offers ready to wear lines, footwear collections, denim, accessories, furniture, and exhibitions.

(Acne Studios, 2019)

## Mission Statement

The acronym forms the mission statement of Acne Studios. ACNE "Ambition to Create Novel Expression" (Raj, 2017)

Acne Studios' aims to provide quality clothing, that are timeless focusing on environmental strategy



*Figure 5.* Acne Studios Taikoo Li Chengdu. Retrieved from <https://www.acnestudios.com/se/en/stores/taikoo-li>

# Natural Resources

- **Some of Sweden's most important natural resources are water, minerals, arable land, wool, cotton, forests, and fish**
- **Minerals make up a major part of Sweden's natural resources. copper, gold, iron, zinc, etc.**

**(Omondi, 2019)**

- **Wheat, barley, sugar beets, potatoes, and staple vegetables prevail in South of Sweden while dairy cows are important in all parts of the country.**

**(Sampson, 2015)**

# Denim

- When Acne Studios first launched, their primary focus was denim.
- Johnny Johansson felt it was perfect and logical because it's one of the most important garments (Fury, 2015)
- Acne's 5-pocket denim is made up of conventional organic cotton. (Acne Studios Sustainability Report 17-18)
- It is 25% of Acne Studios' business (Acne Studios, 2019)
- Denim is iconic and a classic staple. It's never in, it's never out and that's the beauty of it.

Figure 6. Blå Konst.

Retrieved from <https://www.gq.com/story/acne-studios-jeans-denim-new-collection>



Figure 7. Blå Konst.

Retrieved from <https://www.gq.com/story/acne-studios-jeans-denim-new-collection>

Figure 8. Blå Konst.

Retrieved from <https://www.gq.com/story/acne-studios-jeans-denim-new-collection>



# Technology

## Green Technology:

Big on sustainability

3 major categories in sustainability

Products

Suppliers

Operations

## Klarna:

Klarna is the “Buy now and pay later” service

No interest. No fees. No hassle.

Only 4 equal installements

Click [here](#) to see Sweden X Acne Studio

# Economy

- GNP, taxes, and exporting goods make up a large percentage  $\frac{1}{3}$  of Sweden's economy.

$$\text{GNP} = \text{GDP} + \text{net property income from abroad.}$$

- Tariff rate 1.79%
- Stable position in agriculture and industrial modernization that leads to rapid expansion in doing so foreign retailers are eager to enter the market

Acne studio, enters at a take-off stage.

# Current Event Articles

## **Almost 50 percent of Sweden's homeless population is foreign born**

- Policies are not helping out migrants
- It costs about \$63k to house a homeless person per year
- Prediction : about 2700 more people will be homeless next year
- Current population of homeless : 33,000
- Few solutions ahead

(RT, 2019)

## **Swedish Police Setting Up special Units to tackle Gang violence**

- Sweden was one of the safest places in the world, but due to recent gang violence it becoming unsafe
- A 15 year old boy was shot
- Massive bombing and shooting from gangs
- Police are figuring out a plan to prevent the bombing and shooting
- More than 180 bomb attacks this year in Sweden

(Browne, 2019)

Acne Studios. (2019). Retrieved from <https://hypebeast.com/tags/acne-studios>.

Acne Studios Sustainability Report 2017-18. (2018) [PDF file]. Retrieved from

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Figure 5. Acne Studios Taikoo Li Chengdu. Acne Stores, by Acne Studios, 2019 retrieved from <https://www.acnestudios.com/se/en/stores/taikoo-li>

Figure 6, 7, 8. Blå Konst by Collier Schorr, 2017, retrieved from <https://www.gq.com/story/acne-studios-jeans-denim-new-collection>

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