Swedish Dress Norms and Tradition

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The Swedes are generally relaxed people, and this temperament extends to their dress code both in the office environment and outside the workplace. Men prefer to wear smart casual clothes like jeans and perhaps a dark conservative suit with a shirt and tie for special occasions such as business meetings. Women, on the other hand, can wear either skirt or trousers depending on the event or the weather conditions.

In the early nineteenth century, traditional costumes in Sweden varied according to design, color and the different socio-economic classes that were present. Marta Palme and Queen Silvia introduced the folk dress in the primary colors of the Swedish flag, that is, blue and yellow. The national costume for women consisted of an apron that extended to the ground and a full-pleated skirt body. The neck scarves for both men and women and blouses were made from wool or silk and linen with elaborate embroidery patterns. Both men and women accentuated their looks using bags which were created using different designs and materials. The difference in fabrics in traditional Swedish wear was a reflection of ‘socio-economic status and geographical origins of (the) wearers’ ("What Is Traditional Swedish Clothing?", 2015)

According to Ulrika Kyaga (2017), the early Swedish fashion and dress were influenced by the French industrialization, a ‘high fashion zone,' from which the garments to be won filtered down through definite institutional systems. The smart casual dress style of Sweden can be seen in many cultures around the contemporary business world and also in the social environment of prominent cities such as New York in America and Paris in France. In conclusion, the Swedish dress has changed from a definite blue-and-yellow costume to modern casual clothes tailored for different occasions and weather conditions.

References

Kyaga, U. (2017). Swedish Fashion 1930–1960: Rethinking the Swedish Textile and Clothing Industry (Doctoral dissertation, Department of Media Studies, Stockholm University).

What Is Traditional Swedish Clothing? (2015, August 4). Retrieved from <https://www.reference.com/beauty-fashion/traditional-swedish-clothing-ff9908d304d1ba9e>