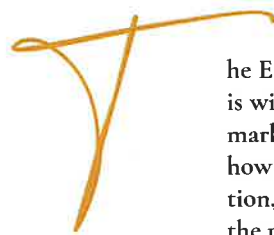


TO THE CONGRESS

Swedish Tailoring, Global Vision

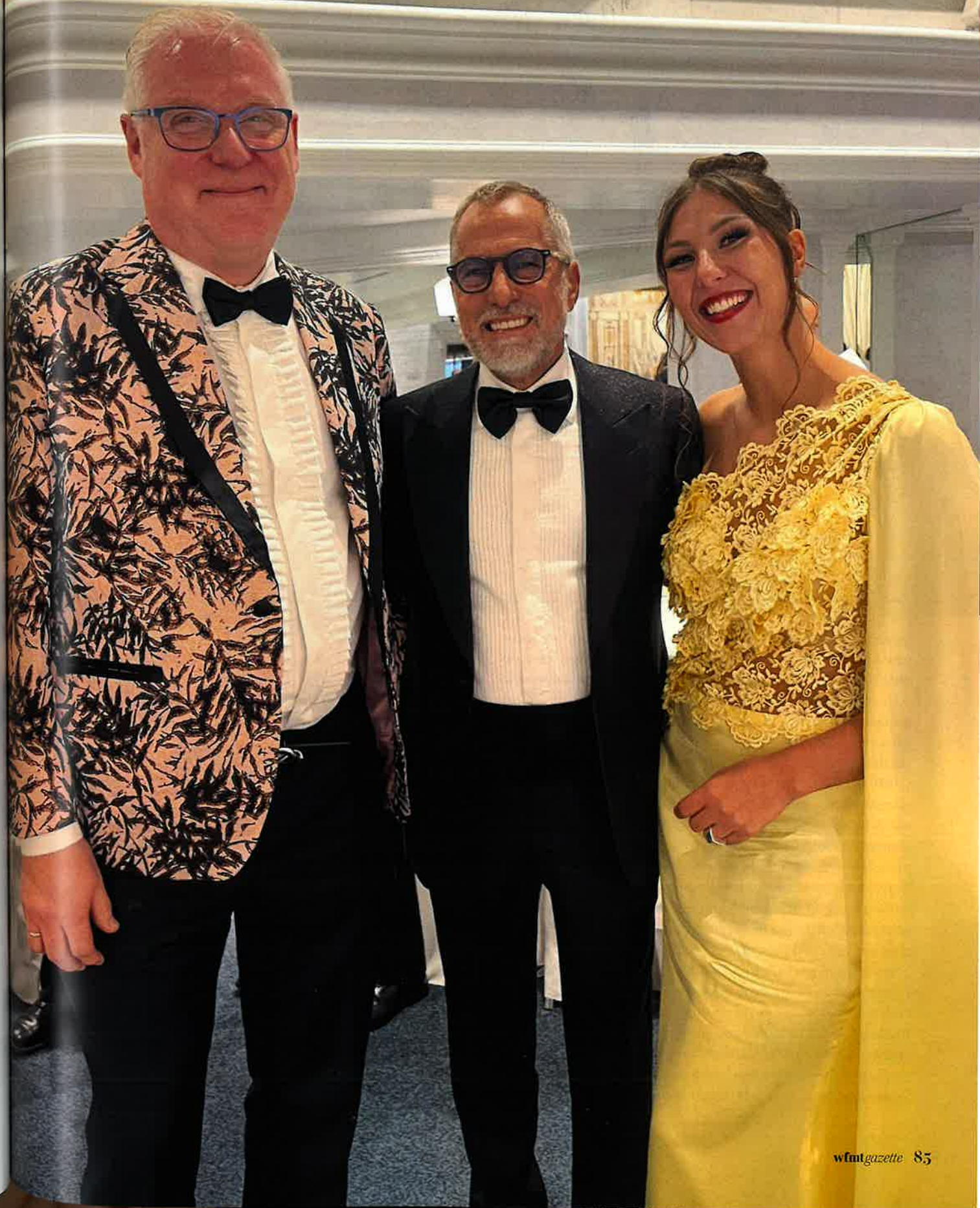
Sweden Prepares to Host WFMT
2027 with *Sustainability and
Craftsmanship at the Forefront*



The Ecuadorian Association of Master Tailors is widely considered an international benchmark in bespoke tailoring. Could you share how your work is structured around education, connection with fabric suppliers, and the preservation of traditional techniques?

My name is Peter Magnusson, Chairman of the Swedish Tailors' Association. Since 2008, I have been privileged to lead one of Sweden's oldest craft associations, founded in 1893. We are not just an association; we are an active force that promotes the tailoring profession and protects our members' interests by combining traditional craftsmanship with modernity. We place great importance on preserving and passing on our extensive knowledge. Our educational programmes, including both vocational colleges and apprenticeships, are carefully designed to ensure the next generation of tailors are experts in traditional crafting techniques that can be applied in today's society. Our journeyman's examination, assessed by three independent master tailors, guarantees an exceptionally high standard. Through regular seminars for educators, we create a consensus and ensure consistent, high-quality training across the country. Our dedication to craftsmanship is deeply rooted in our culture, where we have a long tradition of valuing quality and function over fast consumption. This philosophy resonates through our entire industry, from renowned international fashion brands like Tiger of Sweden and Filippa K to our own skilled tailors. This blend of historic expertise and modern influence is something we believe is unique to Sweden. By hosting the WFMT 2027, we can share this successful model for how to preserve the soul of the craft while also looking to the future.

The Swedish Tailors Association, led by Peter Magnusson, blends traditional craftsmanship with modern innovation, emphasizing education, sustainability, and international collaboration. As Sweden prepares to host the WFMT Congress 2027 in Stockholm, the association aims to showcase bespoke tailoring, sustainable practices, and cultural heritage while creating a dynamic platform for knowledge exchange and global networking.





Sustainability has become a central issue in high-end tailoring as well. How does your Association incorporate sustainable practices, from sourcing materials to the longevity of garments? What tangible impact is this having on the sector both in Ecuador and abroad?

For us, sustainability isn't a trend—it's a natural part of our identity. Tailoring has always been sustainable, and with the new EU directives, we are ready to lead the way. Our focus on quality fabrics and longevity are cornerstones of our work. A bespoke suit can last for generations, which is the most powerful form of sustainable consumption. We are taking an active role in adapting to the demands of the future. By participating in projects like the Digital Product Passport (DPP), we are at the forefront of development. We also work closely with textile universities and innovation hubs, such as the Swedish School of Textiles in Borås, to research new, sustainable materials. We actively share our knowledge and are planning courses in upcycling and repairs for our members. This is our contribution to building a sustainable textile industry—an ambition we are confident that WFMT shares. Choosing Sweden as the host country means choosing a partner that not only talks about sustainability but also acts on it at every stage, from our long-standing craftsmanship traditions to our innovative modern industry.

Looking ahead, what future projects is the Association focusing on? Are there any new international collaborations, initiatives for young tailors, or innovative research programs underway?



COURTESY OF WFMT



Right now, we are focused on our application to host the WFMT Congress 2027, but our forward-looking approach extends further. We are involved in exciting projects like the joint craft fair in Eskilstuna in 2026, where we collaborate with the Swedish Shoemakers' Guild. Following a successful reorganisation last year, we are ready to intensify our international contacts. Our membership in WFMT provides a vital platform for exchanging experiences, and we are now ready to take the next step. We want to forge closer ties, particularly within Scandinavia and Europe. As the host country for WFMT 2027, we can act as a catalyst for international collaboration and demonstrate that Sweden is a hub for innovation and development within the tailoring profession.

Ecuador is a candidate to host a future edition of the WFMT International Congress. What opportunities do you foresee, and how do you envision organizing a global tailoring congress in Ecuador?

The WFMT Congress 2027 – A Congress with a Difference
We've been asked to host the WFMT Congress on several occasions, and after careful consideration, we are convinced

the time is right. We are ready to apply to host a congress in Stockholm in 2027 that will be unlike any other.

Our vision is to offer a congress that is not just a meeting place, but a total experience. We want to present a fair with relevant exhibitors, inspiring lectures and panel discussions, practical workshops, and exciting competitions. We want to elevate tailoring to a wider audience and have visions of making the fashion shows accessible to the public, perhaps by displaying them on large screens. Sustainability will be a central theme throughout the congress. Lectures, workshops, and discussions will focus on how we can build a sustainable future for tailoring. Furthermore, we are planning a range of unique events, from dinners at spectacular locations to interesting excursions. We see a great opportunity to share our Swedish traditions. What would a congress in August be without a genuine Swedish crayfish party? This will give participants a chance to experience our culture up close. We are not just offering a venue for a congress—we are offering a chance to create a memorable and meaningful experience that positions tailoring as a modern, sustainable, and innovative force. Sweden is ready to welcome the world. 🌍