



14 September, 2010  
PRESS RELEASE

## **Frank Dandy appoints Musse Hasselvall new Creative Director**

Frank Dandy Superwear recruits Musse Hasselvall as Creative Director and in charge of the company's continued brand and design work. Musse has extensive experience from the film, television and advertising industry. He is also an outstanding fighter with much interest in fashion and clothing. Earlier this year, Musse was voted as Sweden's best-dressed man by fashion magazine ELLE. His inspiration comes from people who dare to stand out and he is dedicated to always challenge the expected.

*"I love underwear. Had it been socially acceptable, I would prefer to dress in underwear only. It would have made it much easier for me to choose. Since I am so picky with the way I dress it often makes the process of dressing terribly tedious. I have many great ideas to apply on Frank Dandy to further develop the brand, concept and expression. We will start the creative process immediately and by autumn 2011 Frank Dandy will launch important news in the collection and take the patterned underwear design to a new level. I look forward to take Frank Dandy another step further",* says Musse Hasselvall.

*"Musse Hasselvall is a talented creative, role model and wonderful person. We share the same vision and always seek new ways to be creative and to stand out. Together we will continue to develop underwear fashion for the international market and to add new expressions to Frank Dandy's already successful concept. Musse will, in an innovative manner, lead Frank Dandy into its next creative phase with his daring style and diverse background",* says Susanna Bervå, CEO Frank Dandy Superwear.

Musse Hasselvalls premiere collection for Frank Dandy Superwear will be launched in autumn 2011 and he will join the company's management team.

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### **FRANK DANDY AB**

*Frank Dandy AB develops and manages the Frank Dandy Superwear brand, currently expanding in the Scandinavian, European, Australian and North American markets. Frank Dandy's product areas include underwear, leisurewear, beachwear and accessories. The brand was founded in Sweden 2003 as a reaction against the boring – single coloured - underwear fashion. A series of patterned underwear was launched together with marketing that, in a daring fashion, challenged the traditional view of underwear. Frank Dandy Superwear is today one of Scandinavia's top underwear fashion brands. [www.frankdandy.com](http://www.frankdandy.com).*