

Stars by Jonas Hallberg

With the Hollywood elite as his client base and assignments all over the world, Swedish stylist Jonas Hallberg is one of the world's most sought-after stylists. This spring Jonas Hallberg created a clothing collection that pays loving homage to old-school movie stars like; Ava Gardner, Rita Hayworth, Marilyn Monroe and Grace Kelly. The collection will be launched on Nelly.com late April.

– *“I love the old Hollywood with all its glamour and the iconic movie stars like Marilyn, Grace, Rita and Ava”* - Jonas says.

The collection is a part of a charity project and some of the proceeds from the collection will go to research in the battle against HIV/AIDS. Jonas Hallberg is very engaged in HIV/AIDS prevention. He has the fight against this disease very much at heart and he is worried about the new generation, especially when it comes to “safe sex”.

The spring collection, consist of four dress styles in bold party colours and black, two pairs of shoes, belts & clutch bags. Created in collaboration with Jonas and his assistant Nicole Lenning, the collection is flirty, bold and super elegant. The campaign for Stars by Jonas Hallberg, is modelled by two Hollywood stars and close friends, Izabella Scorupco and Mini Andén.

– *“I think it’s fantastic that ‘everyone’ can have a taste of Jonas in their wardrobe. We can all need some more glamour in our lives”* - Mini Andén.

– *“I feel like a million dollar babe in Jonas FAB creations”* - Izabella Scorupco.

The collaboration between Nelly.com and Jonas Hallberg has already evolved further. This fall there will be a wider range of Hollywood inspired dresses, shoes and tops.

ABOUT JONAS HALLBERG

The stylist Jonas Hallberg personifies star quality and glamour. Jonas Hallberg is a Swedish stylist, based in Hollywood, where he dresses the A-list crowd in-between fashion shoots and his own TV program - ‘Super Stylisten Jonas’ and ‘Top Model Sweden’, where he acts as a coach and mentor along with former Bond Girl - Izabella Scorupco. When he is not appearing on TV, Jonas works with celebrities like Cameron Diaz, Scarlett Johansson, Jessica Alba, Gisele Bündchen, Charlize Theron, Sienna Miller, Jessica Biel and Megan Fox to mention a few. Jonas dresses these celebrities for different press junkets, promotional tours and red carpet events.

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