

New Autobiography, PANOS - The Story Of A Multi-Million-Dollar Fashion Empire

Monday 16 May, 2022

Panos Papadopoulos, founder of Swedish swimwear brand Panos Emporio, shares his success story for the first time in his memoirs about the difficulties, through to the glamorous success that he has finally created. His autobiography *PANOS* is out on 26 May 2022, published by LID Publishing. It is a rags-to-riches story about success of a Greek man who has followed his passion to build a hugely successful multi-million-dollar fashion empire! This is a story that will inspire people to keep fighting for their dreams no matter how difficult or impossible they might look.

From poverty, where his parents worked in a foundry, to a life filled with glamour, royalty, and Hollywood stars, Panos Papadopoulos has never had a quiet moment. In his autobiography, *PANOS*, tells his story vividly, from his proud roots in Greece, working as a guard in one of Sweden's toughest prisons, to creating one of the most famous fashion labels in Scandinavia. If that wasn't enough of an adventure, he also tells the stories about chairing a football team, how he made a beauty pageant pro-woman, to high drama of being detained in Lebanon, and run-ins with the mafia! Along the way he encounters the late Whitney Houston, Jamie Foxx, Alice Cooper, and others that make his story intriguing and unique!

Panos Papadopoulos explains why he has decided to write his autobiography: "After I sold my business—my life's work—I wondered what the next stage in my life's journey would look like. I began to get more time to coach others and gave some lectures, and was consistently asked for more. How did I come up with my ideas for marketing? Design? Entrepreneurship? I realized then my journey had inspired others, and what better than writing it all down in a single volume?

"As a creative soul, I also wanted to prove that I could express my knowledge and experiences in an authentic, emotional way. I know I can make a difference. I did with my designs—they touched people.

"I applied the same principle to writing my book, and I wanted to connect to others at a real level. I didn't follow the pattern of other writers, and I did it my way. And I dreamed that this would be one of the most popular autobiographies!"

Today, Panos Papadopoulos's empire, Panos Emporio, is one of the most established luxury swimwear brands in many countries around the world, worn by people as varied as Victoria Silvstedt and the King of Sweden.

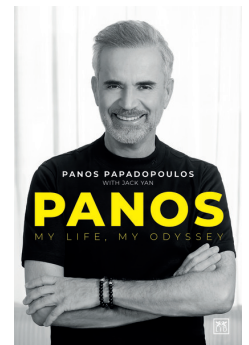
Erik Selin, Property Developer and CEO of Fastighets AB Balder, says about the book: "A fine book that was a joy to read, describing in a simple and honest way Panos's journey through life. I especially liked the many pearls of wisdom he brought with him from his childhood home which have been and remain very useful today."

ENDS

Notes to editors:

- *PANOS* will be published on 26 May 2022 by LID Publishing
- Panos Papadopoulos can be found on [LinkedIn](#)
- For more information about LID Publishing please visit www.lidpublishing.com

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