

J.LINDEBERG WELCOMES FRENCH GOLF TALENT MATTHIEU PAVON AS BRAND AMBASSADOR



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J.Lindeberg is proud to announce a multiyear signing of Matthieu Pavon, a celebrated French golfer, as an official brand ambassador from 2025. Born in 1992, Matthieu has steadily risen in professional golf through a combination of unwavering dedication and standout performances, cementing his place among golf's most notable talents.

Matthieu turned professional in 2013 and has achieved many remarkable milestones in his career. In 2023, he claimed his first DP World Tour victory with a wire-to-wire performance at the Acciona Open de España. Continuing his momentum, he joined the PGA Tour in 2024, securing a landmark victory at the Farmers Insurance Open in just his third start, becoming the first Frenchman to win on the PGA Tour since 1907. Currently ranked 29th in the world, Matthieu's outstanding results make him a natural fit for J.Lindeberg's commitment to performance, innovation, and distinctive sports style.

Matthieu will kick off the 2025 season at the prestigious Sentry tournament in Hawaii, where he will debut J.Lindeberg's PS25 collection, blending cutting-edge design with unparalleled functionality.

"I'm so honored to join J.Lindeberg as an official brand ambassador," says Matthieu Pavon. "As a golfer, bringing style to the game is a reflection of who I am, and nobody understands that better than J.Lindeberg. Their bold designs and commitment to pushing boundaries resonate deeply with me, and I look forward to kickstarting my season in Hawaii with a brand that shares my vision for excellence."

Hans-Christian Meyer, CEO of J.Lindeberg, comments on the new partnership: *"We are thrilled to welcome Matthieu Pavon to the J.Lindeberg family and community of brand ambassadors. Matthieu's exceptional talent, determination, and impressive achievements perfectly align with our vision of bridging sport and fashion through the prism of performance and style. His rise in the golf world and his strong commitment to pushing limits is on par with ours, and we look forward to seeing Matthieu bring our collections to life on the global stage."*

As J.Lindeberg continues to strengthen its presence in the world of golf, the addition of Matthieu Pavon reinforces J. Lindeberg's dedication to partnering with top athletes who represent the perfect blend of style, innovation, and performance.

Founded in Stockholm, Sweden, in 1996, J.Lindeberg was born out of an idea to inject style and energy to golf by changing how players all over the world dress on and off the course. Since then, the brand has continued to bridge the worlds of fashion and sports with irreverence, offering sophisticated, edgy, and comfortable products for the modern active lifestyle. Its headquarters remain in Stockholm, but today, J.Lindeberg can be found in more than 62 countries. There are 157 J.Lindeberg stores in the world and showrooms in New York, London, Oslo, Munich, Zürich and Salzburg. Wholesale distribution covers close to 2000 stores, including the leading high-end department and specialty stores around the world.

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