

# J.LINDEBERG EXTEND KEY PARTNERSHIP WITH VIKTOR HOVLAND



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**J.Lindeberg is thrilled to announce the extension of its valued partnership with Viktor Hovland, one of the world's most talented golfers, for another three years. Born in 1997 and hailing from Norway, Viktor has been a valued member of the J.Lindeberg family since 2019, proudly representing the brand's Scandinavian roots and bold vision on the global stage.**

Currently ranked 8th in the world, Viktor has made history as the first Norwegian to claim victories on both the PGA Tour (2020) and the European Tour (2021). With ten professional wins, highlighted by his historic FedEx Cup victory in 2023, Viktor has solidified himself as a force to be reckoned with in the golfing world. As he kicks off the season at the Sentry in Hawaii, Viktor will debut J.Lindeberg's PS25 collection, showcasing J.Lindeberg's latest cutting-edge designs and performance-driven apparel.

*"J.Lindeberg has been with me through some of the biggest moments of my career, and I'm proud to continue representing a brand that feels like a natural extension of who I am – bold, innovative, and deeply connected to its Scandinavian roots,"* says Viktor Hovland. *"What I love most about J.Lindeberg is how they push boundaries – not just in the way golf is played but in how it's presented to the world. Their commitment to performance and style is something I've always connected with."*

Hans-Christian Meyer, CEO of J.Lindeberg, comments on the continued partnership: *"Viktor has been a natural part of the J.Lindeberg family for years, and we couldn't be more excited to continue this incredible partnership. His achievements on the global stage and his ability to represent both the boldness of our brand and the essence of our Scandinavian heritage make him a true ambassador for what we stand for. We look forward to pushing the boundaries of sport and style together in ways that redefine what's possible on and off the course."*

This renewed multiyear partnership underscores J.Lindeberg's dedication to partnering with the most dynamic and inspiring athletes in the world. Together with Viktor, the brand will continue to evolve and elevate golfwear, bringing the perfect blend of style, performance, and Scandinavian sophistication to players around the globe.

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.

**J.LINDEBERG**