

J.LINDEBERG WELCOMES KATHRYN NEWTON AS BRAND AMBASSADOR



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J.Lindeberg is thrilled to announce Kathryn Newton as one of the first-ever golf lifestyle ambassadors, marking another significant milestone in the brand's ongoing journey to redefine and reimagine the connection between sport, performance, fashion, and modern lifestyle. This collaboration highlights J.Lindeberg's commitment to innovation and inclusivity, while celebrating the diverse personalities shaping the modern golf community and its future.

Kathryn Newton, the Hollywood star born in 1997, has been golfing since a young age, often blending her love for acting with her passion for the game. As a long-time fan of J.Lindeberg, Kathryn has frequently played golf in the brand's collections and attended key events, making her an organic addition to the J.Lindeberg family. With a growing presence in the golf community and a dedicated fanbase, Kathryn brings a fresh and fun perspective that resonates with the brand's fusion of style, performance, and individual expression.

"I've always loved J.Lindeberg—on and off the golf course. Their designs feel as powerful, meticulous, and dynamic as the game itself, and I couldn't be more excited to officially join the family. Golf has always been a big part of my life, and now I get to share my passion for the sport and J.Lindeberg's vision with even more people," says Kathryn Newton.

Hans-Christian Meyer, CEO of J.Lindeberg, comments on the partnership: *"Kathryn brings a unique energy to J.Lindeberg, combining her success in Hollywood with her deep love for golf. She embodies a modern, bold lifestyle that mirrors our brand's mix of sports and fashion. Kathryn inspires us to challenge conventions and redefine what golf style can be for a new, dynamic audience."*

As J.Lindeberg continues to push boundaries in the worlds of sport and fashion, the addition of Kathryn Newton as a lifestyle ambassador reaffirms the brand's dedication to celebrating individuality, innovation, and inclusivity all over the world.

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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