

J.LINDEBERG

WELCOMES MIA BAKER

AS BRAND

AMBASSADOR



PR MANAGER

Elin Engelbretsson
+46 (0)78 416 162
elin.engelbretsson@jlindeberg.com

PR & COMMUNICATION

UNITED STATES

Emilia Esser
+1 (929) 364 3679
emilia.esser@jlindeberg.com

PR COORDINATOR

Paulina Forsberg
+46 (0)73 516 6585
paulina.forsberg@jlindeberg.com

PR COORDINATOR US

Victoria Lipon
+1 (610) 955 6354
victoria.lipson@jlindeberg.com

HEAD OF MARKETING & COMMUNICATION

Karin Elwin
+46 (0)73 54 20 955
karin.elwin@jlindeberg.com

jlindeberg.com
@jlindebergofficial

J.Lindeberg is thrilled to announce Mia Baker as one of the first-ever 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.

Meet our new lifestyle brand ambassador, Mia Baker – a golfer, lifestyle enthusiast, sport lover, fashion lover and trailblazer in the golf content creation space. Known for her creative storytelling and passion for making golf more inclusive, Mia has built a strong following by bringing a fresh, relatable approach to the sport.

"Golf is about style, mentality, community, personality, and opening doors for people to discover what makes the sport so special and unique. J.Lindeberg's creative and intentional approach to sport and fashion inspires me, and I'm thrilled to represent a brand that shares my passion for innovation and inclusivity," says Mia Baker.

Hans-Christian Meyer, CEO of J.Lindeberg, commented on the announcement: *"We're thrilled to welcome Mia as one of our first-ever lifestyle ambassadors. Her perspective and passion for storytelling and inclusivity aligns perfectly with J.Lindeberg's values. Mia represents the future of golf, helping to make it more modern by inspiring a more diverse and engaged audience."*

As J.Lindeberg continues to push boundaries in the worlds of sport and fashion, the addition of Mia Baker 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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