

J.LINDEBERG ANNOUNCES NIKLAS NØRGAARD AS BRAND AMBASSADOR



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J.Lindeberg is proud to announce Niklas Nørgaard, the Danish golf sensation, as a brand ambassador starting January 1, 2025. With a career defined by exceptional talent and driven by relentless determination, Niklas will represent J.Lindeberg on the PGA Tour, showcasing the brand's PS25 collection at Farmers Insurance Open.

Born in 1992 in Denmark, Niklas exemplifies the bold, innovative, and performance-driven Scandinavian spirit that is at the heart of J.Lindeberg's past and future. Since turning professional in 2016, he has been a standout player on the DP World Tour, earning his PGA Tour card as one of the top 10 players in this year's rankings. After an incredible year that included a victory at the British Masters and standout finishes at Wentworth and Yas Links, Niklas reached a career-high ranking of 92nd in the Official World Golf Rankings.

Having worn J.Lindeberg on the course for the past years, Niklas is no stranger to the brand. His elevation to official ambassador is a natural next step in the progression of the partnership and celebrates his successes as much as our shared values of innovation, performance, and Scandinavian heritage.

"I'm thrilled to become a J.Lindeberg brand ambassador," says Niklas Nørgaard. "Their designs don't just look great—they perform at the highest level, which is exactly what I need to compete with the best. As a Scandinavian, I've always connected with their heritage and bold vision, and I'm excited to continue pushing limits with them on the biggest stages in golf."

Hans-Christian Meyer, CEO of J.Lindeberg, commented on the announcement: *"Niklas has been a part of the J.Lindeberg story for years and watching his journey has been nothing short of inspiring. His hard work, resilience, and commitment to constantly improving are matched by his infectious joy and passion for the game. As he steps onto the PGA Tour for the first time, we're excited to see how he continues to push boundaries, both in his game and in representing the bold spirit of J.Lindeberg."*

As J.Lindeberg strengthens its presence on the PGA Tour, the partnership with Niklas Nørgaard underscores the brand's dedication to supporting athletes who embody the perfect balance of performance and style, all while celebrating their shared Scandinavian heritage.

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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