

Q&A

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Can you tell us a little about how this partnership with J.Lindeberg came to be? What drew you to partner with them?

I have always been serious about my golf attire. It started at eight years old when I was playing in First Tee events and Kids World Championships. Looking back at old pictures, it's clear my outfit was important to me then and it still is today. My game may have gotten better, and over the last few years I've been given the opportunity to play in incredible global events, but my love for fashion has always carried into my love for the game.

J.Lindeberg is a perfect match that allows me to bring fashion and function together, they've got me covered no matter what the elements of the course may bring. Rain, wind, or sun – I know I'll look great, and that J.Lindeberg has my back for performance. Their team is so talented and the creative forces behind the looks bring a vibe I can feel when I wear the clothes on the course.

What does it mean to you to represent a brand like J. Lindeberg?

It is a dream to be so aligned with a brand – J.Lindeberg has great passion behind all of their designs, with a progressive and tasteful approach to style. I love personalizing my look on the course, as well as maintaining sophistication and with them I can do just that. I feel that my energy matches the bold, global platform that J.Lindeberg has in golf.

J.LINDEBERG

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.

How do you envision incorporating J.Lindeberg into your everyday wardrobe, both for golfing and casual wear?

Its easy! I don't have to be golfing to wear J.Lindeberg. Their pieces translate from the course to the clubhouse or on to dinner. There is an element of street style that I love on the course, and J.Lindeberg has seamlessly done both. Keeping my golf looks timeless and wearable to any occasion that may come before or after my round.

How important is fashion to you personally, and how does it help you express yourself?

Fashion is fun. It can be easy to express yourself when you have multiple pieces to showcase your mood. When I'm creating a character for a movie I always start with my clothes because it helps me discover the character. My clothes on the course do the same thing. Look good, play good. When I feel confident in what I'm wearing, I can do anything. Fashion says a lot about yourself and who you are becoming and in golf, the fashion has to also allow you to perform at your highest level.

How do you balance performance and style when it comes to your wardrobe choices, both on and off the course? How do you think fashion and sports intersect, especially in the world of professional golfers today?

Today we are all so active, and we live in athletic wear. The modern-day suit is a track suit, and that suits me perfectly. I am excited by clothes that I can wear anywhere and still be elevated. And more than ever, the golf course is now a way to showcase personal style. J.Lindeberg's attention to detail to both the performance of apparel, through fit or weather elements, never lets me down. There's room for people to showcase who they are through color and style. You see the traditional golf fashion still out there alongside the more modern or casual or stylish looks as well. Anything goes, and J.Lindeberg brings the quality whatever the look may be.

Do you see this partnership evolving into something larger?

Of course – I always enter a relationship with big dreams. What excites me about J.Lindeberg is how forward-thinking the brand is and I would love to be a part of their designs, or a capsule collection. The opportunity for me to engage with two things I love – fashion and golf – allows me to bring quite a bit of passion and experience to the table. They've been great from day one to engage with my ideas!

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