

Q&A

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

I'm someone who takes pride in my style, both on and off the course. J.Lindeberg has always stood out as a brand that perfectly aligns with my expectations. Their unique approach to design and the exceptional quality of their clothing immediately appealed to me. I'm excited to start wearing their outfits in January.

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

It's a tremendous honour. 2024 has been a great year for me, and this partnership comes at a time when I feel ready to keep progressing. Aligning with J.Lindeberg gives me a true sense of confidence and pride for what lies ahead.

How does this collaboration align with your personal brand and values?

We share a common vision. Their focus on authenticity, innovation, and their ability to stand out while staying true to their values are qualities that resonate with my own approach, both on and off the course.

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 balance performance and style when it comes to your wardrobe choices, both on and off the course?

It's often about how I feel. I choose clothes that give me confidence and make me feel comfortable, trusting that this sense of ease will translate into my performance on the course. Sometimes, it's as simple as going with the mood of the day.

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

What's great about J.Lindeberg is that their collections go beyond golf. Their casual wear is both stylish and modern, making it perfect for my everyday life, whether it's a relaxed outing or time spent off the course.

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

My style is important to me because it reflects who I am. On the course and beyond, I like to wear outfits that feel like me and make me feel comfortable. J.Lindeberg's clothing perfectly highlights my personality and style while allowing me to stay natural and confident.

How do you think fashion and sports intersect, especially in the world of professional golf today?

I think golf is a unique sport because it combines performance, authenticity, and elegance. We're lucky to be able to express a distinct sense of style on the course compared to other sports like football or tennis. It's a great opportunity to combine a passion for the game with a sense of style.

Do you see this partnership evolving into something bigger?

I truly hope so. I've always admired this brand, and I'm proud and excited to begin this collaboration. I would love for this journey to continue and grow over time.

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