

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?

When I first tried to start playing golf in the back end of 2019, I struggled to find women's golf clothing and came across a multitude of physical barriers preventing me from getting into a new sport as a woman. As someone who strongly believes in equal opportunities and that everyone deserves the chance to have a go at something new regardless of age or gender, this soon drove my passion to connect fashion and golf, so that women and girls after me hopefully wouldn't have to experience the same barriers that I did.

J.Lindeberg are a brand who have a huge mission to help support and continue the growth of women's golf through fashion, a mission that aligns closely with my own. With both brands having the goal to elevate women in the sporting world by providing them with the confidence to feel their best, look their best, so they can play their best, no matter their level, amateur to pro - together we will be able to build a strong community of women who love sport and can share that passion together and beyond.

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

For me, representing a brand means more than just wearing their clothing. It means working closely with their community to give back to those who share the same passion as us. In my case, this is not only golf, but all sport - something that J.Lindeberg are continuously looking to develop and grow within their clothing line.

I also strongly lay importance on the creativity, out of the box thinking, and listening ability of a brand. Brands who are open to listening to you, try new things and do things differently are the types of brands I choose to work alongside. That's one thing I love about 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.

J.LINDEBERG

I'm someone who is always ready to go, to get involved, and most importantly make things happen. That's why I'm so excited for the future projects I will be working on with J.Lindeberg. Because we both have that same drive to leave a positive mark through the actions we take.

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

Comfort is key for me. It always has been. But I don't think style needs to be compromised for comfort. For me it's all about wearing the right materials. Getting the right fit. Styling the right colors. The best fashion brands will be able to do both. And that's one of the things I feel J.Lindeberg do extremely well, not just for women, but for men as well.

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

J.Lindeberg are amazing when it comes to making clothing you'd feel excited to wear both on and off the course. They excel when it comes to layering, knitwear, jackets, pieces that are timeless and you can throw on and off depending on the occasion. I know for me, there's so many pieces within their golf line that I'd happily wear out to see my friends, and you wouldn't even know it was golf. As I said, comfort is key, and I'll get to live that every day!

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

I love fashion. It's something that makes me feel good and makes me feel excited to leave the house. I love how you can dress in different ways depending on how you're feeling, different outfits can give you a whole different vibe and make you feel totally different things. If you're feeling down, I love cozy and warm clothing that makes me feel like I'm being hugged. If I'm happy, I want to wear bright clothing and share my happiness with others. Some days you feel creative and want to push yourself out of your comfort zone, sometimes classy - no matter what it is, fashion is a way you can truly express yourself to others without even saying a word.

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

Professional golfers and sportspeople are hands down some of the most talented and inspirational people in the world. To get to their level of sport and game takes huge amount of dedication and sacrifice. Although this may only be aspirational to some people, maybe even unattainable, one thing that isn't, is what they wear. When athletes are dressed in cool outfits, that also enables them to play their best game, it's hard not to want to dress the same. Social media also has such a huge part to play. A lot of my inspiration in terms of game play comes from professionals, with a lot of my good friends playing on various tours, but a huge amount of my lifestyle, casual amateur golf inspiration comes from social media and people I follow online. I think fashion is such an important part of getting people started in golf and sport, with

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content creators bridging the gap between professionals and amateurs.

Do you see this partnership evolving into something bigger?

I mean, of course for me, everything I work on I want to do my uttermost best. I pour my heart into projects that fulfil me with passion, and projects that help me give back to others because I feel like I can relate so much to them. Every experience I struggle or have struggled with, I want to make better or easier for those in future wherever I can. That's what drives me. To be able to support my community of likeminded people. J.Lindeberg are a brand who are equally passionate about making change and connecting cultures, ideas, activities, people and communities. There is no limit.

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