

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've been with J.Lindeberg for over five years and it's always felt like a natural fit. It's a brand with a deep Scandinavian heritage, that's also famous for pushing boundaries through the mix of style and performance, and innovation and tradition, which resonates with me personally and professionally. Their vision and our shared values align with how I approach both golf and life.

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

Representing J.Lindeberg means being part of a brand that values both heritage and forward-thinking design. Their dedication to precision and pushing boundaries mirrors the way I approach my game, so it's a partnership that feels both authentic and meaningful.

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

I've always valued authenticity and quality in everything I do. Staying true to myself while continuously improving is key, and J.Lindeberg shares that same philosophy. Their innovative designs and bold vision align with my focus on precision and pushing limits on and off the course.

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

I prioritize functionality on the course, but I also value looking sharp. J.Lindeberg offers that, giving me the performance and confidence I

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

need during play, and also the style I want off the course, which makes it easy to transition between the two.

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

Their versatile designs are a good fit into my daily routine. I have a pretty active lifestyle, and whether I'm practicing, competing or taking it easy, J.Lindeberg's collections suit all aspects of my life.

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

While performance is my focus, fashion allows me to express my personality. It's another way to show my mindset and style both on and off the course. J.Lindeberg's designs let me feel prepared for anything, reflecting my approach to life and golf.

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

Fashion and sports are more connected than ever. In golf, what you wear is part of the game's tradition and evolving style. J.Lindeberg bridges the gap between classic and contemporary, contributing to this ongoing evolution. They were one of the very first to inject more bold style to the course and have kept on doing it for almost 30 years now.

Do you see this partnership evolving into something larger?

I'm excited about the future and how we can continue to grow together, and I look forward to continuing to grow alongside J.Lindeberg. Together, we find new ways of pushing boundaries and inspiring confidence in players who want to express themselves both on and off the course.

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