

J.LINDEBERG WELCOMES RISING TENNIS STAR CHRISTOPHER EUBANKS AS NEW BRAND AMBASSADOR



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J.Lindeberg is incredibly excited to announce the signing of American tennis professional Christopher Eubanks as its latest brand ambassador. Eubanks, celebrated for his powerful serve and distinctively dynamic playstyle, and a distinguished college career at Georgia Tech, is set to make a striking appearance at the Australian Open in mid-January, sporting J.Lindeberg's PS24 tennis collection.

The 27-year-old rising star, who has been making waves on the ATP Tour with his impressive height and reach, brings a fresh and energetic dynamic to the J.Lindeberg team. His commitment to excellence and passion for progress resonates deeply with J.Lindeberg's philosophy of blending high-performance sportswear with cutting-edge fashion.

"I am incredibly excited to be partnering with J.Lindeberg. To see a brand that offers so much individuality offers a world of possibilities with creative expression. The entire team has already done a great job understanding my style. The Jensen Polo embodies just that, and I can't wait to get on the court in it along with the rest of the J.Lindeberg collection", says Chris Eubanks.

At an imposing height of 6'7", Eubanks, who has been steadily climbing the ATP rankings, is known for his formidable presence on the court and his charismatic personality off it. His dominating stature is matched by a success story from college tennis to the professional circuit—a remarkable journey shaped by his tremendously hard work and determination, qualities that J.Lindeberg champions to the fullest.

We are simply delighted to welcome Christopher Eubanks to our team, with his bold approach and dedication to the game and unique style of play, I can't think of a better ambassador to represent the spirit of our brand. We look forward to supporting him across sport and fashion in every way possible as he continues to take up more space in the world of tennis, says Hans-Christian Meyer, CEO at J.Lindeberg.

As an Atlanta native, Eubanks' rise in tennis not only marks his personal achievements but also serves as an inspiration to the local community, embodying the spirit of growth and ambition that J.Lindeberg admires. With ambitions to break into the top 100 and make a mark in more ATP Tour events, Eubanks' goals align with J.Lindeberg's commitment to supporting athletes who are constantly striving for greatness on and off the court.

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.