

J.LINDEBERG TEES UP STYLISH PARTNERSHIP WITH THE DP WORLD TOUR



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J.Lindeberg and the DP World Tour are delighted to announce an exclusive, multi-year partnership which sees the global fashion and lifestyle brand become the Official Clothing Supplier of the DP World Tour. The announcement heralds a significant expansion of J.Lindeberg's influence in the world of golf, deepening its commitment to the sport. Founded in 1996, the renowned Swedish clothing brand bridges the worlds of sport and fashion, combining sophistication and contemporary fashion, with high performance and comfort to suit the modern active lifestyle.

The DP World Tour - golf's global Tour with 44 tournaments in 24 countries - attracts top-tier talent from across the globe and this partnership is set to significantly elevate both the on- and off-course experience for staff, fans, and J.Lindeberg ambassadors such as DP World Tour players Viktor Hovland and Matt Wallace.

Today's announcement also sees J.Lindeberg become the Official Clothing Supplier of two of the Tour's most iconic events in 2024 - the Genesis Scottish Open, taking place at The Renaissance Club, North Berwick (10-14 July); and the BMW PGA Championship, at Wentworth Club, Virginia Water (17-22 September), the penultimate event in the prestigious Rolex Series.

As part of this exclusive partnership, not only will J.Lindeberg be outfitting DP World Tour personnel with a range of bespoke products, specifically designed to suit their active and travel-intensive lifestyles, but it will also extend its distinctive signature styles and innovative sports apparel to the golfing community who can purchase tournament branded J.Lindeberg ranges at these select events.

"We are incredibly proud to partner with the DP World Tour, a prestigious organisation that exemplifies excellence and innovation in golf – qualities that J.Lindeberg stands for and always wants to champion", Hans-Christian Meyer, CEO of J.Lindeberg. "We are especially excited to outfit the Tour's dedicated staff, ensuring they look great while showcasing the professionalism of the Tour. The Genesis Scottish Open and the BMW PGA Championship offer great touchpoints throughout the 2024 season for us to showcase our latest collections and designs, centred around unique functionality and forward-thinking style."

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.

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Guy Kinnings, CEO at the European Tour Group, added: *“Golf has never been more fashionable, and this extends to the premium lifestyle brands that are flocking to the sport. J.Lindeberg has been leading this trend for decades, with ranges that perfectly bridge sport and fashion. We’re excited to have a brand of their calibre come on board as our Official Clothing Supplier. Not only will our personnel be wearing J.Lindeberg apparel as they travel the world, but we will be providing opportunities for fans to purchase their ranges online and at select events each season.”*

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