

# J.LINDEBERG UNVEILS ITS FULL FALL/WINTER 2023 COLLECTION



## **GLOBAL PR MANAGER**

Elin Engelbrektsson  
+46 (0)78 416 162  
elin.engelbrektsson@jlindeberg.com

## **PR & COMMUNICATION UNITED STATES**

Emilia Esser  
+1 (929) 364 3679  
emilia.esser@jlindeberg.com

## **PR COORDINATOR**

Andrea Valassi  
+46 (0)70 7355 615  
andrea.valassi@jlindeberg.com

## **HEAD OF MARKETING & COMMUNICATION**

Karin Elwin  
+46 (0)73 54 20 955  
karin.elwin@jlindeberg.com

jlindeberg.com  
@jlindebergofficial

**J.Lindeberg announces its upcoming Fall/Winter 2023 Collection, “The Winter Tour,” an exciting, new bridge across fashion, style, golf, and the great outdoors of the American West.**

Inspired by the simple yet powerful idea of a sporty winter tour across the American West, J.Lindeberg is thrilled to announce the launch of its 2023 Fall/Winter collection. Taking us on an incredible journey from the southern coast of California, across to Bear Peak Boulder, Death Valley, and finally down to Aspen, Colorado, the new line bridges a plethora of inspirations and aspirations, transcending any typical winter wardrobe.

Embracing trend-setting travel and an active everyday lifestyle, the new FW23 collection has been curated for every adventure and occasion this winter, from California golfing to Boulder hiking, culminating in a luxe Aspen retreat. This line creates a new bridge between sportswear and high fashion, crafted for versatility across urban and outdoor environments.

*“Creating the ‘Winter Tour’ collection for FW23, we’ve meticulously blurred the lines between fashion and an active lifestyle in a celebration of every great journey we undertake as we bring new style to every terrain and climate. This collection embraces these innate aspirations of J.Lindeberg and presents fashion that’s fit for every landscape, every climate, and every adventure around the world”, says Neil Lewty, Chief Creative Officer of J.Lindeberg.*

As J.Lindeberg continuously sources the best possible materials to enhance sustainability and performance, the Fall Winter 2023 collection presents a unique range of new fabric innovations, designed and developed to eliminate discomfort and improve wearability.

Available in store and on [jlindeberg.com](http://jlindeberg.com) from August 2023.

**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.