

J.LINDEBERG UNVEILS ITS FULL FALL/WINTER 2023 COLLECTION



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Redefining urban and outdoor dressing, J.Lindeberg is excited to introduce its Fall/Winter 2023 fashion collection, a singular vision and expression of our dedication to innovative, sustainable, and versatile design.

The new fashion collection emulates the spirit of an American winter tour, an inspiring journey from the sunny coast of California, through the rugged terrains of Death Valley and Bear Peak Boulder, to the wintry paradise of Aspen, Colorado. The innovative designs take cues from these stunning and diverse landscapes, transforming them into cross-functional looks for any occasion, be it urban or outdoor.

J.Lindeberg's FW23 fashion line adds a plethora of fresh twists to its inimitable fashion-sport aesthetic, marrying functionality with style for the ultimate fashion-function lifestyle. We begin with a vibrant 'pre fall' segment, reflecting the light, bright, and optimistic vibes of California, gradually transitioning into a more nature-inspired palette as our tour progresses on. As the season evolves, natural tones take the stage, punctuated with vivid color bursts. 'Nature camo' prints inspired by the Death Valley National Park add an outdoor reference to our collection. A carefully chosen brown base color harmonizes with classic navy and bright pops of blue and green as the tour finally reaches Colorado. The collection showcases statement suits made from breathable, luxurious tencel fabric and durable wool blends, alongside athleisure styles suited for any occasion.

Naturally committed to sustainability and performance, the FW23 collection showcases a series of fabric innovations specially designed to eliminate discomfort and improve wearability. Key styles include a chrome-free leather biker jacket padded with recycled polyester, overshirts crafted from recycled fabrics, and natural materials like mulesing-free merino and organic cotton. J.Lindeberg's modern tailoring uses technical fabrics to add a sporty flare.

Available in store and on [jlindeberg.com](https://www.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.