

J.LINDEBERG UNVEILS ITS GOLF COLLECTION FOR FW23



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Inspired by the laid-back Californian coastline and far beyond, J.Lindeberg is proud to announce the launch of its new FW23 Golf Collection, a celebration of style, comfort, and high performance, inspired by the spirit of an inspiring cross-country journey.

Drawing inspiration from the cool, relaxed Californian vibe, the new Golf Collection centers on a seasonal micro-sized Bridge logotype print, adorning both accessories and statement styles. Notable pieces include moisture-wicking, OEKO-TEX stretch fabric trousers with a relaxed fit, and a water-repellent padded skirt, encapsulating the perfect blend of comfort and chic for any golfing event this fall and winter season.

The FW23 Golf Collection makes a striking visual statement with a wavy Bridge logotype print – bold in red and dark hues for men’s pieces, and soft in a pale purple for the women’s line. As the season evolves, the collection transitions from bright and light tones to more natural hues, punctuated by vibrant color flashes, reflecting the journey from California’s coast, through the distinctive Death Valley Camo of Bear Peak, and finally, the Diamond Geo patterns of Aspen’s ski trails.

In alignment with J.Lindeberg’s commitment to cutting-edge technology, the collection incorporates 37.5 technology to create breathable, soft fabrics designed to maintain the body’s ideal core temperature. The collection also features waterproof rain styles and accessories, crafted from a premium Schoeller textile known for its superior breathability and eco-friendly ecorepel bio coating.

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.