

J.LINDEBERG FW24 FASHION COLLECTION: A MODERN TRIBUTE TO THE EARLY 2000S



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J.Lindeberg's Fall Winter 2024 fashion collection pays homage to the legendary culture of the early 2000s, blending the era's vibrant energy with contemporary style.

The collection draws inspiration from J.Lindeberg's rich heritage, revisiting the era when the brand was a trailblazer in both music and sports fashion. It features a unique remix of graphics and prints, intertwined with cutting-edge fabrics and sleek silhouettes, reflecting the rhythmic pulse of music and the energetic spirit of the early 2000s.

The color palette combines bold, vibrant hues with modern, sleek tones, creating a visually striking and innovative aesthetic. Key materials include recycled wool from Prato in Tuscany that reduces carbon emissions and landfill waste, organic cotton that is cultivated without harmful chemicals, and Tencel, a durable and breathable cellulose fiber made from wood pulp. Additionally, the collection uses Cupro, a vegan and biodegradable fabric derived from cotton waste, as well as recycled polyester and nylon, which repurpose plastic bottles and fishing nets. Other materials include linen, which is eco-friendly and highly durable, and mulesing-free merino wool, known for its superior insulation and ethical sourcing, all emphasizing J.Lindeberg's commitment to incorporate more eco-friendly practices.

"This collection is about the entire J.Lindeberg lifestyle," says Neil Lewty, Chief Creative Officer. "As we prepare to launch our next flagship store in Seoul and introduce the 'Clubhouse' members area next year, these pieces represent the bridge between our iconic past and our forward-thinking future, blending early 2000s nostalgia with cutting-edge innovation and sustainability."

The FW24 fashion collection will be available in J.Lindeberg stores globally and online from August 2024.

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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