

# J.LINDEBERG

# LAUNCHES FW24

# SPORT COLLECTION



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Inspired by the brand's connection to the iconic music and sports culture of the early 2000s, J.Lindeberg's FW24 sport collection offers innovative pieces with an edgy aesthetic.

The sport collection embodies the vibrant energy of the early 2000s, focusing on the era when the brand made a significant impact on both nightclubs and golf clubs with its edgy, boundary-pushing aesthetic. It is showcased through three distinct color stories with bright energetic colors and features a "Glitch Bridge" and abstract "Mountain Glitch" artwork paying homage to the heartbeat of music.

In the golf collection, the "Pro Tech" line includes performance fabrics such as thermo-regulating 37.5 Jersey and Tech Mesh. "Lux Golf" offers elevated polos and pants, waterproof and windproof shell jackets and knitwear. The "Back-to-Back Bridge" styles feature a new iconic design with a cut and sew Bridge logo detail, while "Motion Mid-Layers" use breathable Motion Merino and stretchy Future Fleece for ultimate comfort.

The outdoor segment features one look for men, and one for women, made from highly waterproof, wind proof and lightweight fabrics – ideal for all outdoor pursuits. Additionally, the ski collection offers versatile pieces for on and off the slopes, using thermo garments, advanced mid-layers and super-technical materials, such as a 3-layer fabric by Schoeller and a breathable 3-layer fabric in 100% nylon. The high-end "Lux Ski" program exudes an après-ski vibe with chunky sweaters, knitwear and premium ski jackets crafted in Italy, alongside pieces featuring the nylon bonded LX STRETCH fabric with technical 4-way stretch.

*"Emphasizing our expertise in bridging sports and fashion, the FW24 collection goes beyond performance," says Neil Lewty, Chief Creative Officer. "With the upcoming launch of our flagship store and 'Clubhouse' members are in Seoul, this collection is also about creating a complete lifestyle experience. The pieces are designed not only to perform exceptionally well on the course or slopes but also to reflect the dynamic and inclusive community we're building."*

The FW24 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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