

# J.LINDEBERG

# PRE SPRING 2025

# FASHION COLLECTION



#### 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

Paulina Forsberg  
+46 (0)73 516 6585  
paulina.forsberg@jlindeberg.com

#### PR COORDINATOR US

Victoria Lipon  
+1 (610) 955 6354  
victoria.lipson@jlindeberg.com

#### HEAD OF MARKETING & COMMUNICATION

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

jlindeberg.com  
@jlindebergofficial

In the PS25 fashion collection, J.Lindeberg bridging the gap between bold design and innovative elegance, crafting a narrative that continues to draw inspiration from our Y2K heritage, while pushing the boundaries of modern fashion.

The collection is a continuation of the Clubhouse theme from FW24 and draws inspiration from our rich history and the vibrant energy of the Y2K era. With daring prints and graphics reinterpreted through a contemporary lens, we revive the bold spirit and dynamic aesthetics that defined the turn of the millennium, through an array of party styles, technical advancements and premium fabrications that redefine luxury wear.

At the heart of the collection is a profound technical story, highlighted by new updates across a variety of styles. Blending the traditional with the technological, they offer both comfort and elevated style, including hybrid knits in lyocell and silk that combine the best of both fibers for a silky, smooth touch, exceptional breathability and a natural moisture-wicking capability, as well as a new lightweight jersey fabric. This drapey jersey offers natural breathability, moisture-wicking properties and a cooling sensation against the skin. The story also includes new technical tailoring ideal for the modern wardrobe, that merges sleek design with functional expertise.

Launching in time for the holiday season, PS25 features a party capsule with essential party looks and suits in a more muted color palette, crafted from textured jacquards and festive fabrics such as velvet, that are designed to be worn either separately or paired with the rest of the collection.

Presenting a seasonal gift-giving selection, the collection features mulesing-free merino styles in fresh pre-spring colors, alongside sweats in new fits that redefine casual luxury. T-shirts and polos are

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.

**J.LINDEBERG**

reimagined in new fits, offering a refined take on everyday essentials, while the accessory line shines with new styles and a focus on packaged offerings for a truly luxurious experience.

Key styles in the collection include a padded coat crafted from a 10K/10K technical performance two-layer fabric that is 100% recycled, offering a water-repellent surface treatment and a smooth, lightweight touch. It also includes a premium leather hoody jacket, made from aniline leather that preserves the hide's natural softness and characteristics, as well as a tech fleece overshirt, offering a protective outer layer with a WR treatment and durable exterior, paired with a soft, brushed interior.

The Pre-Spring 2025 fashion collection will be available in J.Lindeberg stores globally and online from December 2024.