

# J.LINDEBERG AND GLENMUIR LAUNCH AN EXCLUSIVE GOLF COLLECTION



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**J.Lindeberg is proud to announce an exciting new collaboration with the iconic Scottish golf brand, Glenmuir, for the Winter Holiday 2024 season. This exclusive partnership blends J.Lindeberg's modern Scandinavian design with Glenmuir's rich heritage of quality and craftsmanship, resulting in a unique collection for both men and women that bridges the timeless appeal of golf's Scottish roots with J.Lindeberg's edgy, progressive spirit of modern golfwear.**

Born from shared values of meticulous craftsmanship and constant innovation, J.Lindeberg x Glenmuir Collection is inspired by Glenmuir's long legacy and infused with J.Lindeberg's trailblazing contemporary vision. This elevated capsule merges technical functionality with stylish designs, offering golfers an exceptional wardrobe that is as performance-driven as it is fresh and fashionable. Drawing inspiration from the rugged landscapes and rich history of Scotland, the collection features exclusive prints that reflect Glenmuir's deep-rooted heritage—just like the J.Lindeberg x Glenmuir Collection campaign fronted by J.Lindeberg's brand ambassador, professional golfer Todd Clements.

The women's collection offers key pieces such as a performance polo designed with advanced fabric technology for superior comfort and functionality, a merino polo that delivers timeless elegance with the warmth and softness of fine wool, and a tech stretch skirt that seamlessly combines style and performance, ensuring expert ease of movement on the golf course.

For men, standout pieces include a hybrid windbreaker sweater that boasts lightweight, water-repellent, and windproof qualities, making it ideal for various outdoor activities. Luxurious knitted sweaters, crafted from 100% merino wool and cashmere, emphasize the collection's commitment to high-quality materials. Additionally, a knitted polo with a relaxed fit is available in solid colors or a tartan check jacquard.

*"We are delighted to announce our collaboration with J.Lindeberg, a brand that shares our commitment to quality, innovation, and style. Since 1891, Glenmuir has been dressing generations of golfers, and this partnership represents an exciting fusion of our rich Scottish heritage, dedication to craftsmanship, and prestige with J.Lindeberg's modern Scandinavian design and stylish aesthetic."*

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**

*We are thrilled to bring our combined vision to life, allowing golfers across the world to experience this unique J.Lindeberg x Glenmuir Collection,” says Mikhel Ruia, Managing Director of Glenmuir.*

*“Partnering with Glenmuir has been an inspiring journey for us at J.Lindeberg. We’ve always been about pushing the envelope, and working with a brand steeped in such rich history allowed us to create something fresh and truly special,” says Neil Lewty, Creative Director at J.Lindeberg. “The J.Lindeberg x Glenmuir collection is about honoring golf’s past while boldly redefining what modern golfwear can be - with style, top performance, and a big dose of the innovative spirit we’re known for. It’s this shared drive to push the boundaries of design, functionality, and the evolution of golf that brought Glenmuir and us together.”*

The collection will be exclusively available from week 44 in J.Lindeberg stores, through selected wholesale partners, and online at [jlindeberg.com](http://jlindeberg.com) and [glenmuir.com](http://glenmuir.com). Golfers can also find this unique collection at select premium golf resorts, where they can experience firsthand the perfect blend of Scottish heritage and Scandinavian innovation.