

J.LINDEBERG AND GLENMUIR Q&A



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

Neil Lewty, Creativer Director J.Lindeberg

What can you tell us about your creative process behind the collaboration?

This collaboration was an exciting opportunity to merge Glenmuir's rich Scottish heritage with our modern, innovative approach, particularly focusing on technical functionality and style. We wanted to create something that would resonate with golfers both on and off the course, that reflect tradition but also push the boundaries of modern golf wear.

What's the inspiration/Idea behind the collection?

Scotland is synonymous with golf, the heritage is so deep, and with Glenmuir being a part of this it was a gift of an inspiration, we looked at old argyle patterns and gave them a modern look and feel, the knitwear was obviously another source of inspiration, this is Glenmuir heritage and so looking at yarns exploring different shapes and styles was a really fun way to twist this traditional item into a new setting

If you can only choose one, which would you pick as your favorite piece?

The hybrid windbreaker sweater stands out for me. It's lightweight, water-repellent and windproof, perfect for golfers who want functionality without sacrificing style.

When it comes to golf, what or who influences you?

There is so much around golf now and I find it interesting and inspiring to see what people are wearing now on the driving ranges, indoor golf and at simulator venues, it's really opened up to new younger audience as well as widening the type of garments that you wear for these 'new' golfing occasions. It breathes life into the sport and opens new possibilities which is inspiring.

What was the best thing about working with Glenmuir?

The best part was the exchange of ideas. Glenmuir brings a legacy of quality and craftsmanship, and we were able to complement that with our more progressive, technical approach. It felt like a natural fit, both brands bringing their strengths to create something new and exciting for golfers.

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

Mikhel Ruia, Managing Director Glenmuir

How did the collaboration come about?

The collaboration between Glenmuir and J.Lindeberg emerged from a shared vision for quality and innovation in golf apparel. Both brands have a rich heritage, and we recognized an opportunity to blend Glenmuir's Scottish craftsmanship with J.Lindeberg's modern Scandinavian aesthetic. Conversations between our teams highlighted our mutual respect for design and commitment to excellence, leading us to create something truly special for golfers around the world.

If you can only choose one, which would you pick as your favorite piece?

Choosing just one favorite piece is a challenge, but if I had to select, it would be the limited-edition knitwear. It beautifully encapsulates the essence of our collaboration—melding traditional Scottish patterns with J.Lindeberg's contemporary flair. It's not just stylish; it tells a story of craftsmanship and innovation, which resonates deeply with our brand's heritage.

When it comes to golf, what or who influences you?

My influences in golf are varied, but I find inspiration from both the sport's rich history and its forward-thinking innovators. Icons and modern players remind me of the blend of tradition and innovation in golf. Additionally, the passion of golfers worldwide drives me to create apparel that enhances their experience on the course.

What do you hope people take away from the collaboration and collection?

I hope that people experience the seamless integration of style and functionality in our collection. We aim for golfers to feel a connection to both Glenmuir's Scottish heritage and J.Lindeberg's modern aesthetic. Ultimately, I want them to appreciate the craftsmanship and thought that has gone into every piece and feel inspired to express their individuality while enjoying the game.

What was the best thing about working with J.Lindeberg?

The best part of working with J.Lindeberg has been the synergy between our teams. Their creativity and modern approach to design have invigorated our process, and the collaboration has fostered an environment of mutual respect and shared goals. Together, we've pushed the boundaries of what we can achieve in golf apparel, and I believe the results truly reflect that partnership.

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