

INTRODUCING THE SUMMER HOLIDAY 2024 FASHION COLLECTION



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For the Summer Holiday 2024 season, J.Lindeberg draws inspiration from the untamed spirit of Sweden's island gem, Gotland, offering a collection that bridges the raw beauty of nature with the exhilaration of sports.

Diving into the heart of summer, J.Lindeberg's Summer Holiday 2024 fashion collection, dubbed "A Postcard from Gotland", captures the energy of Sweden's holiday haven and merges it with a sporty and relaxed tennis-inspired aesthetic, characterized by clean lines and classic stripes. It mainly revolves around three stories; Chambray, Swim Shop and Linen - creating a cohesive collection that tributes the joy of summer.

This season, we invite the wearers to experience the joy of movement and the beauty of stillness, all through the lens of J.Lindeberg's innovative approach to contemporary fashion. It's about embracing the spontaneity of summer, finding elegance in simplicity and adventure in everyday moments, says Neil Lewty, Chief Creative Officer, J.Lindeberg.

Taking center stage, the "Swim Shop", in its wide array of prints and colors, presents a dynamic fusion of swimwear and casual apparel. Exemplify the collection's commitment to a 'buy now, wear now' philosophy, each piece is designed for immediate enjoyment and summer readiness.

"Chambray" features airy fabrics and sophisticated designed, such as a chambray linen overshirt and a summer suit in super linen. The story is a celebration of breathable fabrics that offer both comfort and style, perfect for embodying the relaxed sophistication of summer.

Lastly, the "Linen" narrative captures the essence of summer with its relaxed elegance and versatile designs, emphasizing linen's blend of comfort and elegance. Pieces like the Elio Linen Melange Shirt and the Julius Linen Overshirt illustrate the fabric's timeless appeal, offering a seamless transition from day to night.

The collection will be available at selected J.Lindeberg stores, in selected retail stores and online from May 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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