

INTRODUCING THE SUMMER HOLIDAY 2024 SPORT COLLECTION



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J.Lindeberg is launching a Dominican-inspired Summer Holiday 2024 sport collection that merges fashion and sport with innovative designs that promise to redefine the boundaries of athletic wear.

This collection marks the culmination of J.Lindeberg's 'Islands' theme, drawing inspiration from the sun-drenched landscapes and luxurious sportive lifestyle of Casa de Campo resort on Hispaniola. The palette reflects the warm hues of coral, red and pink, alongside the calming tones of blue and oil green. With innovation taking center stage, the collection features pieces made with versatility in mind, creating endless opportunities of crossover styling.

The 'Summer Breeze' story features technical triumphs ensuring optimal performance even in the warmest weather. One key function is the strategic integration of mesh paneling, incorporating the Bridge logo and thoughtfully placing the mesh to enhance both aesthetics and breathability. A new Light Textured Jersey fabric is introduced with the collection, featuring a waffle structure that creates air pockets against the skin, effectively preventing clinginess while giving a refreshing effect.

As we conclude our 'Islands' theme, we're excited to present a collection that not only meets the technical demands of athletes but also resonates with the stylish customer looking for versatility and elegance in their sportswear, says Neil Lewty, Chief Creative Officer at J.Lindeberg.

The collection also features two revamped logo executions. The first is a super-soft silicone logo featuring rounded edges, offering a refined touch, while the other uses the logo to add dynamic depth to the designs. Key styles include the Lionel polo that seamlessly merges the logo into a stripe, and the Weston design, seen in the collection's 'Summer Tech' story, that uses the logo to accentuate the style's body-mapping shape.

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.

J.LINDEBERG