

— J.LINDEBERG LAUNCHES SUMMER HOLIDAY/PRE-FALL 2025 SPORT COLLECTION “URBAN SUMMER TOUR”

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J.Lindeberg's Urban Summer Tour sport collection bridges athletic performance with urban sophistication. Designed for movement, versatility and style, it is made to be worn from the golf course and tennis court to the city streets.

Inspired by dynamic urban environments and iconic sports landscapes, the collection's color palette follows two distinct narratives, one reflecting the neutral tones of sleek cityscapes, while the other introduces bold contrasts inspired by the energy of sports arenas. The range features lightweight constructions, mesh ventilation and strategic stretch zones, enabling high-performance movement and breathability across both golf and tennis apparel.

"This collection is all about movement and adaptability, merging the precision of sport with the edge of streetwear. We've created pieces that let you perform at your best on the course, on the court and in the city, without compromising on style," says Neil Lewty, Chief Creative Officer.

To introduce the golf collection, J.Lindeberg rolls out an ambassador campaign that frames the sport through a modern fashion lens – fronted by professional golfer Mia Baker and rising talent Marcus Smith. Shot on and around the course, from fairways and clubhouses to walking paths and architectural backdrops, the imagery captures a relaxed, authentic energy. As golf continues to grow in cultural relevance, particularly among women, the campaign also reflects the sport's evolution toward a more expressive, style-driven space, where performance and personal style go hand in hand.

The collection launches in stores and online in May.