

# J.LINDEBERG LAUNCHES SPRING SUMMER 2024 CAMPAIGN “LIFE BETWEEN ISLANDS”

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J.Lindeberg introduces its latest photo campaign "Life Between Islands" for the Spring Summer 2024 collection. The campaign is a visual narrative showcasing the contrasts between New York City and Gotland, Sweden – reflecting the spirit of exploration.

The SS24 collection draws its inspiration from an overseas journey, capturing the contrasting cultures between the vibrancy of New York City and the serene landscapes of Gotland, Sweden. Reflecting the theme of the collection, J.Lindeberg's new campaign features imagery and looks echoing the unique appeal of these two destinations.

The campaign features models set against colorful backdrops, highlighting the collection's vision to bridge the urban and the natural, the sporty and the edgy – encouraging us to embrace both the wild and the sophisticated sides of life.

*"We envisioned an immersive experience that revs up the spirit of adventure while maneuvering a new thrilling, high-octane intersection between fashion and sports. You can mix sport function with fashion and wear it on any occasion - this is the way we believe people like to dress mixing functional sports clothes with mixing sports clothes with everyday wear- the new normal",* says Neil Lewty, Chief Creative Officer at J.Lindeberg.

The collection includes two drops, each showcasing a distinct color palette. The first drop features a blend of black, dusty cedar, moonbeam, walnut, nautical blue, bijou blue and whisper white. The second drop uses a palette with dark navy, paradise green, oil green, powder pink, batik khaki, light grey mélange, and whisper white.

Bridging the gap between tailored sophistication and athletic functionality, the Spring Summer 2024 collection embodies J.Lindeberg's signature athletic-meets-fashion aesthetics while celebrating our love for sports and the great outdoors – for the ideal blend of style, versatility and performance.

The SS24 collection will be available in J.Lindeberg stores globally and online from January, 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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