

J.LINDEBERG

INTRODUCE SPRING

SUMMER 2024

FASHION COLLECTION



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Unleash your inner wanderer and embark on a journey for J.Lindebergs Spring Summer 2024 collection – from the city of New York to the island of Gotland, Sweden. Capturing the essence of a travel journal, the new collection brims with wild inspiration and bold ideas, urging us all to escape, explore and unwind.

Taking a scenic route for inspiration, J.Lindeberg's SS24 collection merges the lively energy of New York City, and the scenic serenity of Sweden's Gotland Island. This double play of contrasting influences has allowed J.Lindeberg to craft pieces that effortlessly adapt to, and elevate, an active lifestyle.

"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.

The collection also delves deeper into the realm of innovative materials, shining a spotlight on yarns such as a soft cotton/cashmere mix, awarded with the carbon footprint label and certificate from TÜV SÜD. Key looks include an oversized jacket made from a water-repellent recycled polyester and cotton mix fabric that features a seasonal 'Gotland Haze' print, a water-repellant and chrome-free suede overshirt, and denim duos crafted from highly sustainable regenerative cotton.

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.

J.LINDEBERG

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.