

J.LINDEBERG RIDES INTO COPENHAGEN FASHION WEEK WITH SS24 COLLECTION



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Accelerating into the spotlight at Copenhagen Fashion Week today, J.Lindeberg showcases a bold new Spring Summer 2024 collection. Blending athletic elements with sartorial sophistication, the motocross-inspired show presents 15 looks that navigated a new crossroads of sports and fashion.

J.Lindeberg's SS24 collection was unveiled on August 9th, shifting gears between fashion-forward designs, sportswear, and crossover looks that underscored the brand's daring resolve to blend and bridge style, performance, and versatility, blurring the lines in an inimitable fashion triad. Set in a raw yet chic gallery in studio x, the showcase juxtaposed the rough-and-tumble ambiance of a mechanic's garage with the posh, sleek elegance of a high-end exhibit, serving as a thrilling sequel to last autumn's runway show and echoing the brand's continuous journey on the fast lane of bridging fashion and sports.

"We envisioned an immersive experience that revs up the spirit of adventure while maneuvering a new thrilling, high-octane intersection between fashion and sports," says Neil Lewty, Chief Creative Officer at J.Lindeberg. "The choice of venue gives us the opportunity to present the garments out of context, much like the way we see our collections – you can mix sport function with fashion and wear it in 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"

Taking a scenic route for inspiration, the 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. With a focus on sustainability and innovation in the driver's seat, the collection champions premium natural materials and cutting-edge technologies. Highlights include cooling sport polos, and lightweight layers crafted from premium natural fabrics, all showcasing J.Lindeberg's unyielding drive on fashion's circuit, perpetually shifting gears in pursuit of the next fashion journey.

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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