J.LINDEBERG SS25 FASHION FOCUS STORIES

JL

PR MANAGER

Elin Engelbrektsson +46 (0)78 416 162 elin.engelbrektsson@jlindeberg.com

PR & COMMUNICATION UNITED STATES

Emilia Esser +1 (929) 364 3679 emilia.esser@jlindeberg.com

PR COORDINATOR

Paulina Forsberg +46 (0)73 516 6585 paulina.forsberg@jlindeberg.com

PR COORDINATOR US

Victoria Lipon +1 (610) 955 6354 victoria.lipson@jlindeberg.com

HEAD OF MARKETING & COMMUNICATION

Karin Elwin +46 (0)73 54 20 955 karin.elwin@jindeberg.com

jlindeberg.com @jlindebergofficial

TECH TAILORING

Tech-Tailoring collection offers refined elegance with a sporty edge, perfect for navigating urban environments with ease.

HYBRIDS

Innovative hybrid pieces, merging technical performance with refined aesthetics to provide versatile and practical options for navigating urban environments.

DENIM

Contemporary design with exceptional durability. Crafted with high-quality materials and modern fits, these styles are ideal for everyday urban wear.

KEY FABRICS OUTERWEAR

Functional and fashionable pieces engineered for various weather conditions and active lifestyles. Featuring fabrics that provide everything from breathability, comfort, durability and weather resistance.

STACKED BRIDGE PRINT – a sneak peek of J.Lindeberg's new brand ID.

Integrated into key pieces, the new seasonal Stacked Bridge print features the iconic Bridge logo stacked on top of each other, creating a dynamic and modern pattern that adds a unique and distinctive style element.

The collection will be available in J.Lindeberg stores globally and online from January 2025.

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.