

# J.LINDEBERG

# SPRING SUMMER

# 2025 FASHION

# COLLECTION



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**Experience a dynamic fusion of urban sophistication and sporty elegance with J.Lindeberg's Spring Summer 2025 fashion collection, bridging the gap between active lifestyles and refined fashion – creating versatile pieces perfect for the modern, active individual.**

SS25 draws inspiration from the concept of a "Summer Tour," traversing through the sports calendar and iconic venues across the USA and Europe. The fashion collection celebrates the transformation of urban spaces into sporting arenas, highlighting these environments community, activity and sense of fun and infusing it into a wardrobe that seamlessly blends activewear with sophisticated urban style.

Reflecting the locations of The Masters and US Open, the color palette features bold colors such as azalea pink and clematis blue, creating striking visual effects that emphasize movement and energy, and subtle variations in shades that provide a refined, elegant look. Dynamic graphics and prints, such as the new Stack Bridge print, add a playful yet sophisticated edge, while fine stripes and textured fabrics introduce depth, enhancing the visual appeal of each piece.

Performance fabrics are central to the collection, ensuring functionality and comfort without compromising on style. Thoughtful sporty details, such as mesh inserts, reflective elements and ergonomic cuts provide a sporty edge, while pieces with clean lines and tonal sets in textured fabrics offer versatility and a polished look – ideal for both sports and casual urban wear.

The tailoring exemplifies modern sophistication with a sporty twist. Pieces such as the Calvon 3D Pique Blazer and the Julius & Lois Tencel Twill Pants blends high-performance fabrics with elegant design. Barry Oxy Tech Stretch Blazer offers a refined look while the Elton & Lois Active Hopsack provides a more relaxed fit.

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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The seasonal footwear offers a perfect blend of style and performance. Key pieces include the Ares Sport Sneaker, designed to provide maximum comfort and support, and the Tron Suede Square Toe Boot for a more sophisticated and refined option suitable for any occasion.

Functional and stylish accessories complete the collection, offering practicality and flair to complement the main pieces. Innovative fabric mixes, including crinkle and seersucker, add a unique tactile element, enhancing both the aesthetic and function.

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