

— HOLLYWOOD STAR KATHRYN NEWTON FRONTS J.LINDBERG'S SS25 CAMPAIGN WITH VIKTOR HOVLAND

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American actress and avid golfer Kathryn Newton takes center stage in J.Lindeberg's campaign for the Spring Summer 2025 Sport Collection alongside pro golfer Viktor Hovland.

As one of the J.Lindeberg's first-ever lifestyle ambassadors, signed in January 2025, Kathryn Newton is debuting in her first official campaign for the brand. Known for her standout roles in Hollywood blockbusters and her lifelong love for golf, Kathryn brings a fresh perspective to

J.Lindeberg's vision of pushing boundaries in both sport and fashion – and her vibrant energy and bold personality make her a natural fit.

"The SS25 collection is all about confidence and breaking boundaries, and I love how it blends high-performance with bold, standout designs. It's inspiring to be headlining this campaign alongside Viktor, showing how fashion and sport can empower you to feel strong and stylish both on the course and beyond," says Kathryn Newton.

Joining Kathryn in the campaign is world-class golfer Viktor Hovland, currently ranked fourth globally and a J.Lindeberg ambassador since 2019, who recently signed another three years with the brand.

"Kathryn and Viktor are the perfect duo to front our SS25 collection and campaign, as they redefine how sport and fashion can come together. Kathryn brings a unique energy from Hollywood to the fairways, reflecting our evolution into a lifestyle brand, while Viktor continues to dominate the sport with a style that's distinctly his own," says Neil Lewty, Chief Creative Officer at J.Lindeberg.

The SS25 Sport Collection draws inspiration from the athletic havens of the US, celebrating iconic sports and the lifestyle that surrounds them. It features technically advanced pieces that mixes superior performance and contemporary style, making them as functional on the green and as stylish beyond it. The collection also includes a new high-top and low-top sneaker for both men and women.

The campaign will officially launch in early February 2025 across all global platforms.