

# J.LINDEBERG

## SS25 SPORT

### FOCUS STORIES



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#### FOOTWEAR

Building on the success of J.Lindeberg's SS24 shoe launch, this season they introduce the golf sneaker Ace in high-top and low-top editions, for both men and women, showcasing their dedication to innovation and performance.

#### PROPACK

Pro Pack styles represent the best in lightweight performance, each piece lighter than a smartphone and designed with a packable solution. Ideal for any weather condition, they ensure you're always prepared for the elements with ease and style.

#### HEATH

Expanding on the legacy of J.Lindeberg's popular Heath Golf Polo, we've developed a complete top-to-toe look that extends the iconic sleeve graphic and embroidered details.

#### POLARTECH

A selection of outdoor styles featuring Polartec®, the industry standard for outerwear performance. With its synthetic thermal fabrics, they're engineered for more versatile durability with greater resilience, lightweight warmth and fast drying capabilities.

#### 37,5C

J.Lindeberg's 37.5® styles harness patented technology to maintain your body's ideal comfort zone. Using volcanic minerals, these outdoor pieces regulate temperature to keep you cool when it's hot and warm when it's cold.

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.

**J.LINDEBERG**

## **HYBRIDS**

Merging precision and innovation, these hybrid jackets combine J.Lindeberg's signature Lux Bonded mid-layer fabric on the back and sleeves for warmth and flexibility, with a Primaloft-padded nylon front for insulation.

## **BAGS**

New and improved accessories focusing on high-quality functionality with a stylish edge. Designed with versatility in mind, they're suitable for both urban explorers and trail adventurers.

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