

# J.LINDEBERG PRESENTS ITS EXCLUSIVE USA GOLF COLLECTION FOR THE 2024 AND 2028 SUMMER GAMES



## GLOBAL 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

Andrea Valassi  
+46 (0)70 7355 615  
andrea.valassi@jlindeberg.com

### PR COORDINATOR US

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

## HEAD OF MARKETING & COMMUNICATION

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

jlindeberg.com  
@jlindebergofficial

J.Lindeberg is proud to reveal its exclusive USA Golf Collection at the PGA Show in Orlando, set for January 23-26. This eagerly anticipated collection marks the brand's debut as the official clothing partner for the USA men's and women's golf teams at the summer games in Paris.

J.Lindeberg's USA Golf Collection is the epitome of performance and confidence, masterfully bridging tradition with advanced technology. The collection, designed by the J.Lindeberg team, pays homage to the USA flag and colors, and is engineered with innovative features like ClimaCool and 37.5 TM technology, sun protection UV50 garments, and high flexibility fabrics. This ensures maximum performance and comfort for athletes. With an eye for detail, each garment is crafted using 3D technology for precision and fit, incorporating articulated cut lines that enhance body movement. The classic red, white, and blue of the USA are woven into every design, from bold graphical USA flag prints to subtle body mapping details, representing the national colors throughout. This bold and creative approach is a representation of the nation and its athletes, embodying the philosophy that to win, one must feel and look like a winner.

*As representatives of the USA on the global stage, wearing the J.Lindeberg collection fills us with immense pride and confidence. The innovative designs, incorporating our national colors and advanced technology, capture the essence of American excellence and tradition in the sport of golf, says Andy Levinson, Executive Director of USA Golf.*

Slated for availability in early June, the collection exemplifies J.Lindeberg's innovative approach to golf apparel, combining cutting-edge technology with trend-setting, head-turning designs. The USA teams will be dressed both for unparalleled performance and to stand out in style on the global golf stage.

*We are thrilled to reveal our full USA Golf Collection to the press and attendees in Orlando at the upcoming PGA Show. Dressing the USA teams for the summer games in Paris and Los Angeles will be an honor that underscores our commitment to excellence in golf and sportswear design alike, says Hans-Christian Meyer, CEO of J.Lindeberg.*

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**