

J.LINDEBERG TO LAUNCH THE “RED, WHITE, BLUE FOR GOLD” USA GOLF CAMPAIGN



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This June, J.Lindeberg is proud to introduce its “Red, White, Blue for Gold” campaign, a bold new initiative that combines American spirit with athletic excellence, featuring the best of America's golf talent at the forefront this summer in Paris. This exclusively designed USA GOLF Collection will debut in celebration of the fierce energy and spirit of the USA GOLF teams.

The campaign will spotlight talents such as Paris Hilinski, the celebrated US amateur golfer and social media influencer, alongside Zion Wright, celebrated skateboarder, and US Olympian. Together with the top American male and female golfers, whose names will be announced just after the launch, this elite group will represent the United States at the iconic Le Golf National in Paris. The men's competition will run from August 1-4, followed by the women's competition from August 7-10.

"At J.Lindeberg, we believe the 'Red, White, Blue for Gold' really embodies what it means to compete for the USA: performance, pride, and pushing limits," says Hans-Christian Meyer, CEO of J.Lindeberg. "Our meticulous designs are made to not only meet the functional demands of golf but to do so with an aesthetic that speaks to the heart of American competitiveness and aspiration."

The collection will hit stores and online platforms on June 3rd, offering fans a taste of athletic glory through fashion. Reflecting the iconic colors of the American flag across various designs that emphasize performance and style, each piece is crafted for outstanding performance, with innovative and stylistic flourishes that are uniquely J.Lindeberg.

Complementing the apparel launch, J.Lindeberg is orchestrating a sequence of culturally impactful events leading up to and during the Paris games. These engagements are designed to amplify the brand's presence in the golf sphere and celebrate the largest sporting event in the world.

"With this campaign, we're not just outfitting American athletes—we're also hoping to immerse fans in the games spirit well ahead of the torch lighting in Paris this summer," adds Meyer. "We aim to create a ripple effect of excitement that travels from our clothes to every individual cheering in the stands or at home."

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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