

# J.LINDEBERG LAUNCHES MEN'S UNDERWEAR



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**J.Lindeberg continues to extend its range and product offer with a new line of men's underwear.**

Attention has been paid to both fit and style: a fitted boxer trunk made from a soft, stretch 95% lyocell and 5% elastane blend offers support without compromising of movement.

*- We see that this specific type of underwear style is something that men are increasingly preferring. It's a model that's flattering and extremely comfy, and feels good under any outfit, Neil Lewty, Head of Design, J.Lindeberg.*

The underwear launch is a logical extension for the brand, which bridges fashion and sports with irreverence and offers sophisticated, edgy, and comfortable products for the modern active lifestyle.

*-The men's underwear line is made with both sharp suiting, as well as activewear and physical activities in mind. It's a piece that that allows you to move between different settings and activities, without ever compromising on style or comfort, says Neil Lewty.*

The men's underwear line launches December 13<sup>th</sup> with 3-packs in five various box options:

- 3-pack of Navy
- 3-pack of Grey
- 3-pack of Black
- 3-pack of White
- 3-pack of mixed Navy / Black / Grey

**J.LINDEBERG**

Founded in Stockholm 1996, J.Lindeberg inspires unconventional thinkers to live life to the fullest. The international fashion house bridges fashion and sport, offering sophisticated, edgy, and comfortable products for a modern active lifestyle. The collections bring together creativity and Scandinavian progressiveness - for innovative fashion and sportswear that is sustainable and delivered through a customer-focused, seamless experience.