

# J.LINDEBERG ANNOUNCES APPAREL PARTNERSHIP WITH USA GOLF



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On March 21<sup>st</sup>, J.Lindeberg and USA GOLF® Federation announced that J.Lindeberg, the apparel brand who has modernized the golfing fashion landscape since 1996, has been named the Official Apparel Provider for the athletes, caddies, coaches, and staff of USA GOLF for the upcoming two Olympic Games in Paris and Los Angeles through 2028.

*- We are thrilled to be the official apparel partner of the USA men's and women's golf teams in Paris and Los Angeles. This partnership is a testament to the quality and performance of our products, and we are honored to have our clothes worn by such talented athletes. We look forward to supporting the teams and showcasing our commitment, says Hans-Christian Meyer, CEO of J.Lindeberg.*

*- The style and athleticism of J.Lindeberg apparel will be a tremendous complement to the athletes on the USA GOLF team. We look forward to working with J.Lindeberg to create an exciting and patriotic line of apparel that will be showcased by the greatest players in the world and available to fans to support the red, white and blue as the team looks to carry on its success from Tokyo, says Andy Levinson, Executive Director of USA GOLF.*

The playing members on the USA GOLF Team will receive layering pieces, polos, outerwear and pants designed to maximize the performance of each athlete representing the United States. The collection for Paris will be revealed later this year.

In addition to outfitting the men and women of the USA GOLF Team, J.Lindeberg will develop a line of USA GOLF-branded apparel that will be introduced to the marketplace in spring 2024.

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**