

# J.LINDEBERG PRESENTS THE SPRING SUMMER 2023 FASHION COLLECTION



## PR & MARKETING MANAGER

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**For Spring Summer 2023, J.Lindeberg answers to the call of the wild and feeds our urge to go out and explore the world. The collection merges sports with fashion and offers a versatile selection of styles that can be dressed up or down for any occasion.**

J.Lindeberg's Spring Summer 2023 fashion circles three main stories that offer a wide range of styles – from basic polos and functional wear, to flare cut fashion suits and biker jackets. The influence from nature is strong, with an outdoor lifestyle being brought into the city, which gives it an urban edge with a punk attitude and downtown Americana vibe.

– We're the brand with the bridge, and always aim higher to push new boundaries, says Neil Lewty, Head of Design. We bridge sports and fashion, New York and Stockholm, and for this season; the wild and the cultivated.

Key styles include a second limited-edition collaboration with the American brand Golden Bear, that combines preppy aesthetics with outdoor elements. Building on the idea of versatility, the bomber jacket can be teamed with a more tailored look or everyday sweatpants. The collection also features authentic tie dye garments, including a hiking-inspired jacket with smart features such as carabiner clips. Each of the tie dye pieces is dyed by hand and therefore given a unique appearance.

The season's tailoring program is made for the modern commuter to be worn from work to weekend and everywhere in-between. It includes a style made from a new Italian jacquard with a modern monogram that is especially developed for J.Lindeberg. The style has a 70's silhouette, bootcut pants and tuxedo details on the blazer. The collection also features overshirts in 100% organic cotton, recycled nylon and recycled polyester, and shirts made from leftover materials.