

J.LINDEBERG LAUNCHES CAMPAIGN WITH THE SWEDISH NATIONAL FOOTBALL TEAMS



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J.Lindeberg launches a new campaign with the Swedish Football Association to showcase the new World Cup outfits that will be worn by the Swedish national women's and men's teams during the upcoming championships.

Earlier this year, J.Lindeberg and the Swedish Football Association announced a new partnership for official clothing during championship matches. Now, the exclusive national team looks are being showcased for the first time in a campaign featuring Nathalie Björn, Lina Hurtig, and Kosovare Asllani from the women's team, as well as Victor Nilsson Lindelöf, Dejan Kulusevski, and Isak Hien from the men's team.

–It's really exciting that we finally get to show the suits that the players will wear when they move between matches during the championship. We've received very good feedback from from the players, which feels great, says Helena Taube Rehnmark, Marketing and Sales Director at the Swedish Football Association.

The collection includes suits made of 100% linen for women and men, shirts, t-shirts, polos, and ties, all created with a focus on comfort, fit and function. The official suits have buttons with the Swedish Football Association's logo in text, and each jacket has the quote "Winning starts within" on the inside back as a discreet message.

– Every detail in the collection is designed for the players to feel comfortable, well-dressed, and proud in their suits on their way to and from the championships. To finally see the players in our clothes is a great honor and we look forward to supporting the teams during the upcoming championships, says Neil Lewty, Chief Creative Officer at J.Lindeberg.

The partnership between J.Lindeberg and the Swedish Football Association began earlier this year, and the looks will be worn for the first time during the Women's World Cup in Australia and New Zealand this summer.

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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