

# J.LINDEBERG PRESENTS EXCLUSIVE COLLAB WITH GOLDEN BEAR

Marrying elements of the urban and the outdoors, J.Lindeberg presents a new, limited-edition Golden Bear collaboration for Spring 2023.

Paying homage to the rich heritage of American sportswear with a distinct Scandinavian aesthetic, J.Lindeberg has once again collaborated with legendary California brand Golden Bear on a limited-edition, retro-inspired varsity jacket.

The jacket will launch in February 2023 and features artwork and badges entirely designed by J.Lindeberg's Stockholm-based design team. The jacket itself is made in San Francisco, California from leather skins, individually selected for their distinctive grain and texture. Imperfections, variations in colour and scars add character and make each jacket one of a kind.

*"This season, we've taken our custom USA-made Golden Bear jacket for a hike in the wild, bridging heritage with hiking by blending the baseball jacket with our own expertly crafted outdoor motif. Bears love hiking," says Neil Lewty, Head of Design J.Lindeberg*

The Golden Bear jacket is part of J.Lindeberg's SS23 collection, "Wildlife: Out of Bounds" – a collection that celebrates the versatility of urban pieces in the great outdoors. For the Golden Bear jacket, this concept plays out through a mix of classic baseball typography and hiking imagery emblazoned across the back.

Building on the idea of versatility, the bomber Golden Bear jacket can just as easily be teamed with both tailoring or everyday sweatpants, for a versatile fashion sports look.

*"We're the brand that bridges sports and fashion; New York and Stockholm, and we always aim to push new boundaries. Designing a second limited-edition jacket with Golden Bear felt like the perfect sequel – one that, again, combines the wild and the cultivated," says Neil Lewty.*

The limited-edition J.Lindeberg x Golden Bear jacket launches in February 2023.



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**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.