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PANTS DOWN! HENRIK HARLAUT SIGNS WITH BJÖRN BORG OLYMPIAN SLOPE STYLE STAR TAKES HIS UNDERWEAR SERIOUSLY

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Swedish slope style Olympian star Henrik Harlaut has made a name of himself throwing down progressive tricks with a smooth style – but also for his irresistibly charming personality and clothing style. Today, the baggy pants champion announces that he has signed an exclusive sponsorship deal with Swedish underwear brand Björn Borg.

Comments Henrik Harlaut: “I have used Björn Borg underwear on a multitude of competitions from late fall last year and their fit is insanely wicked. I really look forward to this collaboration”.



Henrik Harlaut wears the Björn Borg Active Underwear range that offers the same legendary fit and comfort as all Björn Borg underwear, but with a Hydro Pro fabric that helps the transportation of moisture away from the skin to the next layer; mesh inserts to provide additional ventilation and anti-chafing flatlock stitching.

Björn Borg Active underwear is available at select retailers and through www.bjornborg.com. Recommended retail price from € 29.95.

<http://hharlaut.com/>

<https://www.facebook.com/HenrikHarlautAKAeDollo>

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PRESS IMAGES AVAILABLE AT: press.bjornborg.com

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NASDAQ OMX Stockholm Ticker: BORG

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear. It also offers sportswear and fragrances as well as footwear, luggage & bags and eyewear through licensees. Björn Borg products are sold in around thirty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. In total, there are 38 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2013 amounted to around SEK 1.5 billion at the consumer level. Group net sales amounted to SEK 499 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.