

FLIRTUAL REALITY BY BJÖRN BORG: FUTURISTIC THREESOME WITH A ROBOT.

Björn Borg continues to take a stand for more love in the world. The Swedish fashion brand now investigates the deepened relations between humans and robots and hails a future where love can ignite the hardest of metal hearts.

Building on the universal truth that everyone (and everything) wants to be loved, Björn Borg opens up for a future where we spice up our relationships with a robot threesome. Love and sex with robots has been explored in the scientific world for decades and some claim that homo/robo relationships and even marriages are soon to become reality.

The Björn Borg brand has during the last twelve months taken a stand for the right to marry for love in India, love bombed North Korea with pink underwear, and published rainbow ads in Russia. This autumn the brand investigates how new technologies can enable new forms love.

The Björn Borg Autumn/Winter campaign takes us to New York where we get to follow a normal day in the modern threesome's life:

06:14 AM: The love trio wakes up at the Trump hotel after a sweaty night.

09:00 AM: The lovers taking a technosexual jog in Central park.

2:30 PM: After a quick lunch the three stroll down Park Avenue.

5:20 PM: Time for some relaxation and sun tanning on a roof in midtown.

8:46 PM: After working out they grab a bite to eat in East Village.



Models: Maritza Veer (South Africa) and Marlon Teixeira (Brazil).
Photographer: Peter Gehrke (Sweden).

Part of the campaign is a look book video of the robot dancing and getting to know the collection.

Lookbook models: Gabriel Perez (Belgium), Flavia Lucini (Brazil).

Lookbook photographer: Jimmy Backius (Sweden).

All images here: <https://www.youtube.com/watch?v=gtJ7VhZFM3A&feature=youtu.be>

Lookbook video here: <https://www.youtube.com/watch?v=URqNUofp4qM&feature=youtu.be>

#FLIRTUALREALITY

FOR FURTHER INFORMATION, PLEASE CONTACT

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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.