

ICONIC LAUNCH BY BJÖRN BORG

– THE BRAND INTRODUCES NEW LIMITED EDITION UNDERWEAR

Swedish fashion brand Björn Borg releases new limited edition underwear collection 'Iconic', available as part of the Björn Borg Autumn/Winter 2015 release.

The Iconic collection unites Björn Borg's sports heritage with the contemporary urban edge that has become the company trademark. The brand's original legacy is brought into the present, pairing the iconic waistband with modern materials, silhouettes and functionality.

The iconic collection offers a short and a trunk for him; mini shorts, a bra and a sports top for her. For him, the Perfect Fit™-technology is based on a 95% cotton and 5% elastane mix for a soft and light feel.

Mini shorts for her provide a feminine cut with few seams to give a sleek appearance and supreme comfort and fit. A fabric mould is used to provide light support in the bras, made from an extra soft cotton/modal blend.

The colours black, white and grey mélangé, combined with elastics inspired by the brand's athletic past, create a clean and minimal look.

The Iconic products will be available in select retailers and through www.bjornborg.com as of mid August 2015. Prices range between €20 and 40.



Images available at press.bjornborg.com

FOR FURTHER INFORMATION, PLEASE CONTACT PERNILLA JOHANSSON, PR MANAGER

BJÖRN BORG AB (PUBL)

Tulegatan 11

113 53 STOCKHOLM, SWEDEN

PHONE +46 722 00 33 13

E-MAIL pernilla.johansson@bjornborg.com

WWW.BJORNORG.COM

ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark; a sports fashion brand. It offers products within sportswear and underwear as well as footwear, luggage & bags, eyewear and fragrances. 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