

**CRAIG  
GREEN**



**BJÖRN BORG** 

Press release February 2, 2016  
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## **Craig Green's new collection: capsule sportswear for men and women.**

**In an art gallery in central Stockholm last night, Craig Green presented his new sportswear capsule collection, for men and women, in collaboration with sportswear brand Björn Borg. Green about the collection: "I'm very proud".**

A suggestive art installation mixing light, shadows and fashion, worked as the setting for the launch of the Craig Green x Björn Borg AW16 capsule collection. Static models showcased the monochrome pieces in black and cream white from podiums around the set. Award-winning London designer Craig Green has made a name for himself mixing minimal garments and dramatically sculptured body-pieces. His collection for Björn Borg marries the Green conceptual style with the function and performance of the Björn Borg heritage.

Said Craig Green:

"It has been thrilling and intriguing to create sportswear for both men and women. When the Björn Borg team asked if I was up for the challenge I just couldn't resist. Mixing my own style with the utilitarian beauty of the Björn Borg heritage has resulted in a collection that I am very proud of".

The collection consists of 20 pieces of clothing in off-white and black, and will be sold globally as of October 2016. Looks include padded trousers for men and women, performance running leggings and a lightweight technical raincoat with drawstring details, combining performance with fashionable sportswear in a conceptual mix.

Presskit download link: [https://www.dropbox.com/sh/svxbnx7nly9eo3x/AAA-\\_U1aOCbII1AspO9WJXhpa?dl=0](https://www.dropbox.com/sh/svxbnx7nly9eo3x/AAA-_U1aOCbII1AspO9WJXhpa?dl=0)

<http://craig-green.com/>

<http://www.bjornborg.com/>

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**ABOUT BJÖRN BORG:** The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, 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. Total sales of Björn Borg products in 2014 amounted to about SEK 1.4 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 539 million in 2014, with an average of 129 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.