

New Underwear collection celebrates the golden days of the French Riviera

BACKGROUND

Naturally, the concept starts off with Bjorn Borg's extensive tennis career. On the court, Borg was strong, fast and unforgiving, and overnight he became more popular than many celebrities of his time. His great victories are fundamental to the brand, but most of his fans did not only care about the sport but about Bjorn Borg himself. Borg's irresistible looks with his long blond hair, athletic body and typical Scandinavian shyness turned him into an essential style icon during the 70's and 80's.

Bjorn Borg underwear includes underwear, socks, swimwear and the new loungewear concept. The concept is built around high quality everyday underwear focusing on stylish, comfortable, sporty and playful garments. The swimwear collection offers both sporty as well as basic styles. The loungewear garments characterized by simplicity are designed for relaxation at home. The summer collection also includes beachwear.

Presentation of Underwear collection for Spring/Summer 2008

For Spring/Summer 2008, the design is inspired by the big spenders and chance takers of the golden days at the French Riviera and Miami Beach. Some of the influences come from the 50's seaside, graphics in checks, stripes, mini patterns and florals. Having a good time and taking care of yourself are the key words.

The women's colour card is based on Miami pastels that escalate into darker shades and tones. Powdery pastels are joined by a sunny yellow and orange touch.

The men's range is based on a classic colour scheme such as navy, red and dark green, which together accent different colours and shades.

For more information and high resolved pictures, please contact:
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About Bjorn Borg

The Group develops and conducts its operations under the Bjorn Borg brand. The operations currently comprise the following five product areas: clothing, footwear, bags, eyewear and fragrances. Bjorn Borg products are sold in ten markets in Europe, the largest of which are Sweden and the Netherlands. Sales of Bjorn Borg products in 2006 totaled SEK 1,404 million at the consumer level. The Group's sales during the same period amounted to SEK 325 million and profit after financial items to SEK 81 million. The company has 64 employees. The Bjorn Borg share has been traded in the Mid Cap segment of the Stockholm Stock Exchange's Nordic List since May 7, 2007.





BJÖRN BORG
PRESENTS THE SPRING / SUMMER 2008 COLLECTIONS
AT THE FOLLOWING FAIRS

BREAD & BUTTER
TRADESHOWS FOR SELECTED BRANDS
Barcelona, 04. – 06. July 2007, Fira Barcelona, Avenida Reina Ma Cristina s/n
Menswear - Superior Area 43.2, Underwear - Superior Area 18.1

CPH VISION / THE FASHION FAIR
Copenhagen, 09. – 12. August 2007, Halmtorvet 11 Copenhagen V
Menswear - Øksnehallen, Underwear - Øksnehallen

SALON WHO'S NEXT
Paris 06. – 09 September 2007, Porte de Versailles - Hall 1
Underwear - Face Area