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BJORN BORG PRESSRELEASE

BJÖRN BORG FALL/WINTER 2008 UNDERWEAR/LOUNGEWEAR COLLECTION A PLAY WITH LIGHT

INSPIRATION

For the Fall/Winter underwear collection, Björn Borg has brought out their childhood kaleidoscopes. No matter how you look through them you always manage to see something new. The next unfolding pattern is even more playful and interesting than the previous one. Then the light comes, changing the character of the look of the pattern. Mixing clear light with softer light enhances and changes the character of the patterns. And of course, the collection's playfulness reminds us of Björn Borg's way of always finding a new angle to the game and playing with style.

"Our Björn Borg heritage is always present. This is one of our strongest underwear collections to date and it mixes our sporty heritage with influences from the more arty side. It manages to both express our heritage and to be cutting edge", says Björn Borg's PR Manager Rocky af Ekenstam Brennicke.

STYLE

Tight, yet comfortable fitting that follows your body and lets you feel secure and comfortable. Subtle colors are mixed with accents and pastels. For him, a tight jeans cut mixed with looser boxers for more relaxed days. For her, briefs are mixed with mini shorts. Matching socks for both him and her. The collection ranges from underwear to comfortable loungewear for when you are home alone or to match with your loved one.

COLORS

Subtle shades of green, brown, black and orange clash with pastels of green, blue and pink.

FABRICS

Variations of Cotton, Tactel and Satin.

WARDROBE

For him: Underwear - shorts, short shorts, long shorts, briefs, boxers, woven boxers, longs and socks. Lounge wear - tank top, pyjama shorts, pyjama knee pants, t-shirt, sweat hood, sweat shorts, long sleeve rib shirt and rib knee shorts.

For her: Underwear - mini shorts, brief, high waist brief, mini string, short top, padded triangle, triangle singlet and v-singlet. Lounge wear - raglan rib top, rib hood, jersey knee tights, jersey knee pants, long pyjama pants, wrestling nightgown, strap nightgown, sweat hood, sweat shorts, sweat zipper jacket and rib long pants.

FOR MORE INFORMATION AND HIGH-RESOLUTION 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.

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