

## **Björn Borg Presents Spring/Summer RED Collection – Historical Sporting with a New Take**

### **INSPIRATION**

The Spring/Summer RED collection from Björn Borg has the feeling of a 1920's Olympic stadium. The inspiration comes from historical sports such as track and field sports, rowing and, of course, tennis. The retro feeling from the more unconventional 70's is also an important part of the core of the collection.

“The RED collection of Spring/Summer '09 highlights different sport disciplines, époques and utilities. The liberated shapes of the 70's merge with more classical styles”, says Björn Borg's Creative Director, Peter Simonsson.

### **STYLE**

The style of the collection is low-tech, reminiscent of the 20's elegance when playing a game of tennis or running-up for the pole jump.

In the early 20<sup>th</sup> century sporting was more dressed up than today, which is visible in the RED Collection in the classical high cut trousers and shorts in combination with rib knitted jumpers and playful piquet t-shirts.

### **FABRICS**

Mainly jersey, drop needle, piquet, WCT, heavy jersey, cotton and chambray.

### **COLORS**

The colours are washed-out, mainly blue, red and white, accented by speed green.

### **WARDROBE**

Classical knitted sweaters, piquet t-shirts, cotton t-shirts, singlets, five-pocket trousers in denim and cotton, track suits

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### **About Björn Borg**

*The Group owns the Björn Borg trademark and has operations in five product areas: clothing, footwear, bags, eyewear and fragrances. Björn Borg products are sold in over ten markets, of which Sweden and Holland are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own concept stores. Total sales of Björn Borg products in 2007 amounted to approximately SEK 2.2 billion at the consumer level. Group net sales amounted to SEK 495 million as per December 31, 2007, with 79 employees. The Björn Borg share is listed on the OMX Nordic Exchange in Stockholm since May 7, 2007.*



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