

BJORN BORG PRESSRELEASE

Björn Borg Presents the Spring/Summer 2010 Menswear Collection

STYLE

The Spring/Summer 2010 Menswear Collection style is sophisticated, yet relaxed and creates a feeling of subtle smartness. The line has a masculine feeling and endless combinations of styling.

Locker-room images and the feeling of clothes worn to and from the workout have inspired the collection. The heyday of the legendary Björn Borg during the early 80's has also been an important inspiration and details from Björn Borg's private wardrobe from these days have been picked up and renewed in patterns as well as cuts.

"Björn Borg had an incredible feeling for mixing his training outfits with shirts and jackets in the most stylish ways. We want to create the perfect mix of sport and casual in this collection, making it really playful. We have even brought in a specific look that is very inspired by an outfit that Björn Borg himself particularly liked, and has asked for, says Ulrika Andersson at Björn Borg.

One part of the line is in particular inspired by the tennis legacy, with really classical tennis shorts, WCT jacket and piques, which can all be combined with the cotton trousers or casual long sleeved shirts.

FABRICS

The materials in the menswear collection vary from cotton to knitwear as well as weave, and are mixed in complete outfits as well as in separate items of clothing. Both chunky and finer knitwear are used in cardigans as well as in v-necked and crew-necked sweaters. Washed soft shirts come in Pinpoint as well as Oxford style and a fine Seersucker chequered variation. The cotton trousers and cotton shorts come in both light and heavy cotton twill with a nice wash and finish. The WCT and cotton fleece jacket line are heavy and masculine. Sports jackets come in cotton and/or nylon, one in a reversible model.

COLOURS

Classic tennis colours like red, navy and white dominate the line, along with light grey and black. Pale shades are accented by green and sun bleached yellow, creating a light and summerlike feeling.

WARDROBE

The key garments of the collection are soft washed piques, WCT jackets with retro details, sports jackets and light twill shorts and washed down casual shirts.

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ABOUT BJORN 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 around fifteen 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 Björn Borg stores. Total sales of Björn Borg products in 2008 amounted to approximately SEK 2.5 billion at the consumer level. Group net sales amounted to SEK 527 million as per December 31, 2008, with 88 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since May 7, 2007.

