

Legend turns 60 – Björn Borg celebrated through tennis collection.

On June 6, 1956, Björn Borg was born and would, after a lot of hard work and never giving up, become one of the greatest tennis legends in history. Today, the sports fashion brand that carries his name celebrates the birthday boy, his winning attitude, and his impeccable sense of style through a tennis collection all in white – the Achromatic Collection.

The Achromatic Collection is a pack of exclusive contemporary tennis apparel, bags & shoes. Crisp and clean, the Achromatic collection is defined by its white-on-white minimalistic design.

Comments Björn Borg Head of Design, Tony Mareviç:

“Björn Borg literally changed the game. He revolutionised the world of top tennis and not only would he be almost impossible to beat, he also had a sense of style that still stands to this day. We think that if Björn would be no.1 today, this is how he would dress. I am very honoured and happy that Björn really likes the collection”.

The Achromatic Collection is a limited edition men’s collection made from a supremely soft high-function textile developed in Japan; Deltapeak™. It is one of the lightest materials of its kind, stretchy and quick-drying without compromising on durability, making it perfect for performance wear.

The collection was designed and made in Europe and consists of a jacket, a polo, a t-shirt, a pair of shorts, pants, socks, a premium leather bag and shoes. And of course a headband, the Björn Borg signature piece. The clothes all come with an Achromatic sports sack, the shoes and the bag come with a dust bag and the headband and socks come in a premium packaging.

The Achromatic Collection is launched on June 6, and sold through select retailers, Björn Borg signature stores as well as the Björn Borg web shop. Prices range between €29.95 and €599.95.



Video: <https://youtu.be/rOoqHmP4PDY>

Press kit: <https://www.dropbox.com/sh/msf8bnbbujikuwi/AADwuVV4zw69aqlt3cqIco2Pa?dl=0>

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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 twenty 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 2015 amounted to about SEK 1.4 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK approximately 574 million in 2015, with an average of 132 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.