

## **Björn Borg is training for Mars: – Stages SS16 show in tribute to Mars One**

**In 2027, a human settlement on Mars will be initiated with the four first volunteering astronauts. In a tribute to the pioneering space project Mars One and the concept of the ultimate challenge: training for Mars, Björn Borg shows a limited edition capsule collection along with their full SS16 collection at Fashion Week Stockholm on August 24.**

For Björn Borg, space is the limit when the brand sets out to top last year's celebrated show during Fashion Week Stockholm. The capsule collection is co-developed by the Show Director Naomi Itkes and Björn Borg's Head of Design James Lee. It consists of sportswear, underwear, footwear and bags that combine retro styles and silhouettes together with modern fabrics and detailing. The collection will be released and sold exclusively at Bjornborg.com from the beginning of 2016.

*“The SS16 show is inspired by the concept of breaking new frontiers for the love of mankind. For this, Naomi and I wanted to create a collection that references the history of space travel and the journey to find new frontiers that took place during the 70's and 80's. By looking at retro styles, colours and silhouettes from this era and clashing them together with modern high performance materials, detailing and techniques, we have created a collection that honours the past but also the challenge that Mars One is preparing for”, says James Lee, Head of Design at Björn Borg.*

“Mars One's human mission to the red planet is the ultimate challenge,” says Bas Lansdorp, CEO and co-founder of Mars One. “Our candidates are modern day explorers that are willing to accept the risks associated with going to Mars in order to live out their dreams. It will be an adventure that takes courage, skill and perseverance. We are extremely proud that our mission inspired Björn Borg for their upcoming fashion show and will send four of our 100 Mars One candidates to the show.”

Spring Summer 2016 takes the brand's sports fashion expression to new heights. The show will feature all product groups entailing sportswear, swimwear, underwear, shoes and accessories with an emphasis on the sport range.

The Björn Borg fashion show will be held on August 24 at 8 PM in Stockholm.

The show will host the Mars One founder Bas Lansdorp, four of the candidates who are in the running to be selected to start training for Mars, and will be live streamed via Björn Borg's Periscope account: follow [Björn Borg on Twitter](#) and connect with them on [Periscope via the app](#).

**READ ALL ABOUT THE SHOW AT [www.bbss16.com](http://www.bbss16.com)**

More information on the Mars One project can be found at [www.mars-one.com](http://www.mars-one.com)

FOR FURTHER INFORMATION, PLEASE CONTACT PERNILLA JOHANSSON, HEAD OF PR

BJÖRN BORG AB (PUBL)

Tulegatan 11

113 53 STOCKHOLM, SWEDEN

PHONE +46 722 00 33 13

E-MAIL [pernilla.johansson@bjornborg.com](mailto:pernilla.johansson@bjornborg.com)

[WWW.BJORNORG.COM](http://WWW.BJORNORG.COM)

**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 thirty 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 2014 amounted to about SEK 1.4 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 539 million in 2014, with an average of 129 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.