

Björn Borg goes all in at Fashion Week with an extravagant game-inspired fashion show by Bea Åkerlund

On August 26th, Björn Borg returns to Fashion Week in Stockholm with a spectacular runway show that fuses sports fashion and gaming, whilst channeling Björn Borg's resolute mission to take an active stand for love.

Inspired by the pop-cultural clash between the two parallel worlds, the show will feature the Björn Borg SS15 collection of signature sportswear and underwear in a setting that serves as a teaser for the Björn Borg 'First Person Lover' (not shooter!) videogame that is releasing in Spring.

- The Björn Borg SS15 collection and runway show express my lifelong interest in contemporary culture and my ambition to bring different worlds together in our collections, **says James Lee, Head of Design.**

Björn Borg boldly adds another layer to the SS15 show by collaborating with world-renowned stylist and costume designer Bea Åkerlund. By combining Björn Borg's confident, playful and cheeky DNA with Bea Åkerlund's edge and extravagant signature style, two bold forces are brought together for an event that celebrates the brand's active and attractive legacy, individual style, and the new digital era.

- It feels fantastic, as the tennis freak I am, to work with Björn Borg. It's an inspiring challenge to put my own mark on the brand. My goal with the show is to give the audience a new experience of the collection and invite them into my world, **says Bea Åkerlund, Creative Show Director.**

When the SS15 collection hits the underground runway in Stockholm, eye-catching patterns and sporty fabrics are recurring signature features whereas the typical colorful palette is swapped for monochrome hues that are bound to surprise many in the crowd. A collection inspired by fictional worlds, mesmerizing mythical islands and visionary videogames. With the show, Björn Borg further honors its heritage and takes back Stockholm as its international show arena.

- Being present in over 30 markets, our collection runway show has relevance far beyond the Swedish borders. Fashion Week in Stockholm offers us the opportunity to reach out internationally and both launch our collection and give a sneak peak of our upcoming campaign video game in one of the most creative capitals of the world. A city that is also synonymous with our values of individuality and freedom of love, **says Lina Söderqvist, Global Marketing Director.**

Enter the game on August 26th at 8 PM!

<http://press.bjornborg.com>

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear. It also offers sportswear and fragrances as well as footwear, luggage & 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. In total, there are 38 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2013 amounted to around SEK 1.5 billion at the consumer level. Group net sales amounted to SEK 499 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.