

## Björn Borg launches handmade Limited edition Sport Couture at 9AM, Jan 19th.

A retro space inspired showpiece collection was presented by Björn Borg at Fashion Week Stockholm last August. The handmade-in-Sweden Sport Couture capsule collection is now launched featuring fashion darling DJ Mimi Xu and her daughter Maily Beyrens. Available on [bjornborg.com](http://bjornborg.com) as of 9 AM CET on January 19<sup>th</sup>.

Last August, Björn Borg paid homage to the Mars One space initiative in their SS16 show during Fashion Week in Stockholm. The tribute to this vision also led to the creation of a limited edition capsule collection which takes inspiration from the history of space travel and the journey to find new frontiers that took place during the 1970's and 80's. The much anticipated retro-style collection comes in navy blue, white and red, and features a striped ribbed detailing for the ultimate vintage sport look.

James Lee, Head of Design Björn Borg:

*These garments are made to offer excellence in fit, quality and looks. Handmade in Stockholm, the bearer is guaranteed something truly unique. Every piece in this collection is different from the next, every seam sewn with passion and every cut calibrated to perfection. Each look is produced in a truly limited edition with one to ten pieces per style.*

DJ, sound designer and fashion darling Mimi Xu has brands such as Prada, Acne Studios, Vivienne Westwood and Alexander McQueen on her client list. Daughter Maily Beyrens works as an illustrator and is, apart from modelling in the videos, behind the video illustrations.

The much anticipated Björn Borg SS16 Limited Edition Sport Couture collection is **available exclusively through [bjornborg.com](http://bjornborg.com) as of 9 AM CET, January 19, 2016**, and sell for € 21-320. All pieces are numbered and are delivered in a bespoke gym-bag. The collection includes 85 pieces of unique clothing plus six styles of matching socks. There are five styles for him; eight styles for her; some offered in more than one colour. Apart from the clothing, a cross-over bag is available in 6 pieces.

Videos: [https://youtu.be/k3y\\_UlOsMco](https://youtu.be/k3y_UlOsMco)

Mimi Xu: <http://www.mimixu.com/>

Naomi Itkes: <http://www.linkdetails.com/stylists/naomi-itkes/videos>

Collection: <http://www.bjornborg.com/sportcouture>

Img DL: <https://www.dropbox.com/sh/19eajus8h9lomth/AAA4jUlfBAMBpQj8c3tCcjcZa?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 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.