

BJÖRN BORG RELEASES ITS LATEST COLLECTION TO UNITY USERS.

Three months after launch, with over 700 fan videos generating 20M views and 500,000 worldwide players, Björn Borg turns its game First Person Lover into a fan property. Love weapons, characters and the Spring/Summer 2015 clothing collection will be free as mod files for Unity users to download, use and modify. The goal: to spread more love in the world.

For Spring/Summer 2015, Swedish brand Björn Borg turned one of the most popular and violent game genres (First Person Shooter) upside down into something completely different: First Person Lover. In a free web based love game you liberate the world from evil and hatred by undressing and redressing your opponents with kiss guns and teddy grenades. These weapons are now, along with the game characters and the in-game clothing collection, released in a development package for Unity-users.

"We have been showered with love after the release of the game and want to give something back to the gaming community. Since we got a high amount of requests of releasing our love weapons and characters, this is our way of returning the love. We also wanted to give our fans something extra and will therefore also provide them with our latest clothing collection."
Jonas Lindberg Nyvang, Marketing Director, Björn Borg.

Since the launch in February, First Person Lover has been a great success among some of the world's largest YouTubers. PewDiePie, with over 35 million followers, claimed it to be the "Most-Fabulous-Game-In-The-Universe". In total, First Person Lover has gathered over 20 million views on YouTube and over 700 fan videos have been shared.

The development package is free to download in the Unity Asset Store
First Person Lover - Female character and clothing pack
<https://www.assetstore.unity3d.com/en/#!/content/41056>
First Person Lover - Male character and clothing pack
<https://www.assetstore.unity3d.com/en/#!/content/40848>
First Person Lover - Weapons pack
<https://www.assetstore.unity3d.com/en/#!/content/39976>



Play the game here (PC and Mac): firstpersonlover.com

First Person Lover is a game developed by Isbit Games, with the professional e-sport player Christopher "GeT_RiGhT" Alesund as co-developer, for Björn Borg AB. All love weapons are created together by Garbergs Advertising Agency, Isbit Games and Björn Borg AB.

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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