

2017-08-31 STOCKHOLM, SWEDEN

BJÖRN BORG SIGNATURE COLLECTION ACCESSIBLE IMMEDIATELY AFTER SHOW



At 8.30 pm this evening BJÖRN BORG showcased a ‘see now, buy now’ exclusive collection at the Royal Tennis Hall during Fashion Week Stockholm. The Signature Collection is now released and available to shop online at bjornborg.com and will be launched in Björn Borg stores and retailers globally on September 1st.

BJÖRN BORG is making a foray into the ‘see now, buy now’ concept, showing pieces launched immediately after appearing on the runway. Furthermore, Björn Borg held a consumer campaign two weeks before the show offering 300 exclusive seats to the public. Both initiatives to act in the forefront of the new digital arena and to move closer to its public audience.

The Signature Collection is a vintage inspired sportswear collection with retro details and the iconic logo on updated classics. Classic tracksuit builds the foundation of the collection together with bold colours and stripe details significant with the 70’s era. It has a strong DNA sprung from the legendary tennis player Björn Borg and his iconic way of bringing fashion and stardom into the aristocratic and conservative tennis arena. The collection is strongly linked to the biopic BORG – a film about Björn Borg’s life and tennis career from youngster up until his Wimbledon victory against John McEnroe in 1980.

The runway show was livestreamed at bjornborg.com and is to be watched on the campaign site. Runway images and video to be distributed at midnight.

BJÖRN BORG AB (PUBL)

Tulegatan 11

113 53 STOCKHOLM, SWEDEN

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.

For more information, please contact local press office.

Campaign images & Video Signature Collection: <https://we.tl/kOvPv2TGvH>

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@bjornborg #signaturecollection #bjornborg

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