

2017-09-01 STOCKHOLM, SWEDEN

'VERSUS' -BORG

POST SHOW RELEASE

Yesterday Björn Borg held a spectacular see-now-buy-now fashion show, **VERSUS Borg**, at The Royal Tennis Hall in Stockholm. The show was a clear manifestation of the brand's heritage as a tennis and sports brand and the launch of its 'Signature Collection' – strongly linked to the style icon Björn Borg himself and the iconic sportswear era during of the 1970's.



The Signature Collection and the Main Fall Winter 2017 Collection, were showcased simultaneously formed by two armies epitomising retrospective and futuristic features. British stylist **Tom Guinness** presented a real hybrid between old and new points of the brand – clashing contrasts of retro silhouettes of the Signature Collection and bold, futuristic performance sportswear of Fall Winter 2017. Guinness gave a contemporary interpretation of the limited edition Signature Collection that highlighted the tracksuits in bold colours, sweatbands and sneakers. The Main Fall/Winter 2017 collection is a representation of maximal-minimal and more advanced technical active wear.

- *This show emphasised what Björn Borg is all about and was an empowering statement for us. Contemporary and prospective, yet true to our DNA and the legacy as a tennis and sports brand. We wanted to state our position as the ultimate fashion sports brand,* says Jonas Lindberg Nyvang, Global Marketing Director at Björn Borg.

Tom Guinness explains his involment and the inspiration behind the styling.

- *Björn Borg was a pioneer of personal endorsements making some of the most stylish*

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.

and recognizable collaborations really early on, and with that said the references are of course Björn Borg's personal style in the 70's which was ground-breaking especially for a European sports star. But I also drew inspiration from the disco era and the graphic color blocking of 1970's sportswear.

The show took place on the centre court of the classic Royal Tennis Hall in Stockholm, followed by two contrasting armies of models entering the crystal white tennis court. Music produced by and live performance by Simon Littauer. The runway show was livestreamed at bjornborg.com and is to be watched on the campaign site. Signature Collection is now launched and available to shop [online](#).

Images and video to download here:

Runway @matiasnordgren <https://we.tl/SkaShFfFEP>

Video @studiobon <https://app.frame.io/d/DNseQc2K>

Behind the scenes @adamkatzsinding <https://we.tl/ApcYI9hyA>

More images are available upon request.

Editorial Credit: Björn Borg @bjornborg

Social Media: [instagram.com/bjornborg](https://www.instagram.com/bjornborg); #versusborg #bjornborg

Credits Show:

Designer: Mija Nideborn

Stylist: Tom Guinness, CLM

Hair: Erika Svedjevik, LinkDetails

Make up: Zenia Jaeger, LinkDetails

Music: Simon Littauer

Show Concept, production & Coordinator: Patriksson Communication

Sponsored by Vitamin Well

Website: www.bjornborg.com

Instagram: @bjornborg #versusborg

Facebook: @bjornborg

Press contacts:

Emma Bengtsson

Emma.bengtsson@bjornborg.com and +46 073 057 98 20

Johanna Juhlin

Johanna.juhlin@bjornborg.com and +46 73 502 72 16

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.