

Björn Borg in collaboration with well-known fashion artist Ryan Hawaii

Swedish sportswear brand Björn Borg drop their new collaboration – an underwear collection created by Ryan Hawaii – One of the world's most interesting designers today.

Ryan Hawaii's self-described "art-meets-clothing" blurs the lines between art and fashion. An approach that has made him one of the most interesting designers today. It has led him to collaborations with some of the world's biggest brands and icons, such as Off White and Converse.

In October, Ryan Hawaii releases his first underwear collaboration, a limited edition collection of men's printed underwear, with Björn Borg.

- I think the contrast of the two worlds that we both respectively come from is what makes this unique, being from South East London to working with a Swedish sportswear brand isn't something you see every day but the middle ground is really a passion for great art and freedom within creativity. To see my work on underwear is a new unique medium for my work and I think the results are astounding, says Ryan Hawaii.

Three limited edition prints – Inspiration from rain, tennis and Hawaii's own iconic signature is behind his Björn Borg collection. Three motifs that combine Ryan Hawaii's take on art and fashion together with Björn Borg's expertise on printed underwear.

The collection can be found in Björn Borg stores, bjornborg.com, Selfridges and other exclusive retailers.

ABOUT Ryan Hawaii

Ryan Hawaii is a British-born artist whose hand painted garments have shaken up the fashion scene since his emergence in 2014. He is 23 years old, spent most of his life in Catford, he attributes a fair portion of his creativity to his borough's surroundings. For more on Hawaii check out his Instagram [@ryanhawaii](#) and his website www.ryanhawaii.co.uk

Download images: <https://we.tl/t-bWmdUyCoJ8>

Read and see more: <https://www.bjornborg.com/ryan-hawaii>

JOHANNA JUHLIN

Brand Marketing Manager

BJÖRN BORG AB

Mobile: +46 73 502 72 16

Email: johanna.juhlin@bjornborg.com

EMMA BENGTSOON

PR & Social Media Manager

BJÖRN BORG AB

Mobile: +46 73 057 98 20

Email: emma.bengtsson@bjornborg.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 twenty 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 2017 for about SEK 1,5 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 699 MSEK in 2017, with an average of 212 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.