

September 13th, 2019

Björn Borg in collaboration with British fashion designer Liam Hodges



Swedish sports fashion brand Björn Borg drop their new collaboration – a limited edition collection with hyped fashion designer Liam Hodges.

Liam has been labeled as a designer for the mad and bad ones with influences drawn from the modern male subcultures, English Paganism, Hip-Hop, Skatewear, and Post-Punk. His unique approach to fashion and his British heritage has made him into one of the most interesting designers today.

Since 2013, Liam Hodges has been running his own brand which is a luxury streetwear brand for those who forsake conformity each and every day. When Liam's world and creativity collided with the Swedish sports fashion brand, this limited edition collection came to life – it's Liam's first underwear collaboration – a collection of men's printed underwear.

About the collection, Liam comments: *"With the prints, I wanted to build on the identity of Liam Hodges outside of seasonal narratives and direction. The focus was on the brand identity and creating what felt like cut and paste collages with a marker pen. The focus was on presenting something hand drawn and 'real world' with all its mess and complications."*

The prints of the collection – Scrler, Tag and Cracked – are inspired by the brands' earlier, often mono chromatic, approach to graphics and have been created through both analogue and digital means.

The collection can be found in Björn Borg stores, bjornborg.com, Selfridges and other exclusive retailers. Prices start at £35

ABOUT LIAM HODGES:

British born, London based designer Liam Hodges began his career at London's Royal College of Art under the tutelage of seminal stylist Simon Foxton. Debuting

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 2017 amounted to about SEK 1.5 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 699 million in 2017, with an average of 212 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.

for Fashion East in 2014, Liam quickly gained notoriety for his signature rugged workwear and playful sportswear as well as gaining sponsorship from the prestigious TOPMAN backed MAN for three seasons, and then followed by The British Fashion Council through its NEWGEN scheme.

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