

Björn Borg and Joel Kinnaman announce collaboration to inspire more people to work out



Swedish sports fashion brand Björn Borg is initiating a global collaboration together with actor Joel Kinnaman starting at the beginning of 2020. The long-term collaboration will include campaigns and messages in paid as well as owned channels, where Joel Kinnaman will be the new global face of all product categories – underwear and sportswear.

The collaboration aims to inspire more people to work out by highlighting the many benefits of exercising; a common goal that both parties share.

"We strongly believe in Joel's ability to inspire both men and women to start exercising and consequently feel better. Together with our own and Joel's belief that training makes people become better versions of themselves, we have found a natural and perfect match. We're very happy and proud to involve him in our work, our culture and our common goals", says Henrik Bunge, CEO at Björn Borg.

"I quickly realized that we had common values and views of training – that it is a key in order to feel better in life. The fact that Björn Borg also has a mandatory sports hour every Friday showed me that they are serious about their ambition and their goals. To stay in shape both mentally and physically has always been important to me and is now a big part of my everyday life as an actor. Thus, it feels natural for me to join Björn Borg in their mission to inspire people to exercise in order to feel better", says Joel Kinnaman.

The first campaign with Joel Kinnaman is expected to go live in January 2020 for the SS20 season.

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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 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 2018 for about SEK 1,6 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 710 MSEK in 2018, with an average of 213 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.