

Stockholm, October 26, 2016

## Who are the Cotton runners?

Are you a runner? If so, you may have noticed a strange pattern as of late – in the bottom of the leader boards from races all over Europe, one thing was prominent; runners named Cotton always came in last. What is this odd coincidence? Well, cotton will slow you down, if you ask sports brand Björn Borg, who wanted to put their new Performance Underwear in focus during the campaign “Don’t run in cotton”.



Said Jonas Lindberg Nyvang,  
Marketing Director Björn Borg:

*“It does not make sense to run in cotton underwear when you can wear a superior product that doesn’t slow you down. Most people put a lot of effort into getting the right running clothes, but they won’t perform as they could, when wearing cotton underneath”.*

Björn Borg appointed people named Cotton and gave them one assignment: compete in a race and finish last. That way, Björn Borg had Cotton runners in 10K races, half marathons and full marathons. The races were documented, and the name Cotton appeared in the very bottom in every result list during the period.

Comments Benjamin Cotton, one of the Cotton Runners:

*“When Björn Borg first contacted me, I thought it was a joke and, to be honest, I felt a bit offended. I was literally asked to be a loser! But once I heard the idea I laughed and thought it was a very clever execution to explain this new product. My wife Zandra Cotton also ended up participating and we loved both the product and the experience. From now on, we certainly won’t run in cotton”.*

The Björn Borg Performance Underwear is a range of products launched for this season, Autumn/Winter 2016.

### Technical features:

- Wicking Hydro-Pro material specifically designed to keep the wearer comfortable and dry without weighing them down or sacrificing style.
- Anti-chafing flat seams to avoid irritation on skin when performing high intensity movements
- Mesh panels at front and in between legs help improve ventilation during movement.

Read more [here: https://corporate.bjornborg.com/en/change-your-game-with-performance-underwear/](https://corporate.bjornborg.com/en/change-your-game-with-performance-underwear/)

Video: [https://youtu.be/EwPkBJk\\_7jo](https://youtu.be/EwPkBJk_7jo)

Björn Borg Performance Underwear can be found in Björn Borg stores, [bjornborg.com](https://bjornborg.com) and select retailers.

FOR FURTHER INFORMATION, PLEASE CONTACT PERNILLA JOHANSSON, HEAD OF PR

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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 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.