

Press release  
Stockholm, November 14, 2016

## **Björn Borg designs vintage style sportswear collection for epic BORG movie.**

**Next Autumn, the biographic film BORG is released, a Swedish production about the tennis icon Björn Borg. All sports clothing in the film are developed by the namesake sports fashion brand, once founded by the legend himself. In relation to the film premiere, Björn Borg launches a limited edition collection in an updated vintage style inspired by the film. The name of the collection: Signature.**

BORG is a film about how legends were shaped from rivalry, friendship and glamour at a time when everything was possible. It is the story of the revolutionary breakthrough of a Swedish icon, portraying the years when Björn Borg made his journey from a Swedish small town to the international elite, about the fiercest fight of his career, playing against the American super talent John McEnroe at Wimbledon in 1980, and how their rivalry came to engage a whole world.

“We are very proud to collaborate with this production. Our Signature Collection honours these two rivals, their passion, their amazing winner instincts and their natural star quality. Signature is a vintage inspired contemporary street style collection in bold classic colours and a unique graphic statement – the real signature of Björn Borg” **said Jonas Lindberg Nyvang, Marketing Director, Björn Borg AB.**

“To collaborate with Björn Borg, while making a film about Björn Borg – well, it couldn’t be more natural! It has been a true pleasure for the film to collaborate with their talented team to recreate the sports clothing from this iconic era” **said Fredrik Wikström Nicastro, who produces BORG together with Jon Nohrstedt for SF Studios.**



The Signature Collection will be presented next Autumn and launched in store during the month of September 2017, at the time of the film premiere.

Images and press info: [bjornborg.com/press](http://bjornborg.com/press)  
Film images: [www.nfdfilm.se](http://www.nfdfilm.se); user name: nordisk; password: press

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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 2015 amounted to about SEK 1.4 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK approximately 574 million in 2015, with an average of 132 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.