

‘V E R S U S’

– Borg

BJÖRN BORG shows ‘See now, Buy now’ Exclusive Collection at the Royal Tennis Hall at Fashion Week Stockholm in August

16/05/2017 - STOCKHOLM, SWEDEN – At 8 PM on the 31ST of August BJÖRN BORG is, for the very first time, showing its limited Signature Collection – exclusively created to celebrate the sports legend and style icon Björn Borg. The runway show ‘V E R S U S’ is a tribute to the brands heritage and future empowerment as the ultimate sports fashion brand and will be a monumental manifestation held at the renowned Royal Tennis Hall in Stockholm. The collection is created in relation to the already announced collaboration between BJÖRN BORG and the movie “BORG”.

With ‘V E R S U S’ BJÖRN BORG will create a visual representation of the infamous saga of rivalry between the two tennis players Borg and McEnroe – righty vs. lefty, defender vs. attacker, ice vs. fire, machine vs. mad genius. Also, BJÖRN BORG is making a foray into the ‘see now, buy now’ concept when, unlike many other brands during Fashion Week Stockholm, showing pieces that will be available immediately after appearing on the runway. This is one of BJÖRN BORG’s initiatives to celebrate its heritage as a sports fashion brand and to act in the forefront with a shoppable runway that will benefit BJÖRN BORG to move closer to its public audience.

Collections to be shown will be the limited edition Signature Collection as well as Main Fall Winter 2017 Collection. The Signature Collection is a vintage sportswear collection with retro details and the iconic logo on updated classics. It has a strong DNA sprung from the legendary tennis player Björn Borg, and his iconic way of bringing fashion and stardom into the aristocratic and conservative tennis arena. The collection is strongly linked to the biopic BORG – a film about Björn Borg’s life and tennis career from youngster up until his Wimbledon victory against John McEnroe in 1980. The movie BORG is starring actors Sverrir Gudnason, Tuva Novotny, Stellan Skarsgård and Shia LaBeouf as well as Leo Borg.

The BJÖRN BORG Main Fall Winter 2017 collection has a sport leisure style emerged with a strong functionality for an everyday life. The big and bold branding is a result speared from the inspiration maximal-minimal. The Fall Winter Collection will be an important element for the show, further amplifying the brand offer.

The Royal Tennis Hall, located in central Stockholm, is the place where Björn Borg began his career. The arena is designed by architect Sture Frölén and was first opened during the second World War in 1943. The building was initiated by the kind Gustav V and financed by two business men Marcus Wallenberg and Ernst S. Nilson.

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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 2016 for about SEK 1,6 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 632 MSEK in 2016, with an average of 133 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.