

# CAN YOU KEEP A SECRET?

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**BJÖRN BORG** 

## UNFORGETTABLE NIGHT WITH LEATHER MASKS, BUBBLES & COLOURFUL BALLS CAPTURED BY Y+M

Björn Borg's digital nightlife exhibition [unforgettablenight.com](http://unforgettablenight.com) presents a photo story experienced, captured and showcased by Ylva Lundberg and Malin Evrenos a.k.a. Y+M – the outrageous nightlife duo from Stockholm. The duo is the fifth of six announced nightlife photographers to capture and exhibit their unforgettable night.

The Y+M exhibition contains the very best photos from their unforgettable night out in Stockholm. During a night with their absolute wildest friends they spent the darkest yet happiest hours with colorful balls, glitter and eye-catching whips. Berns Hotel let Y+M host their pre party in one of the hotel rooms – a hotel room that soon was filled with a giant ball pit, a full sized Justin Bieber and people dancing on each others shoulders. In between the pillow fights and summersaults under the cloud of glitter, a cute girl from the hotel sex shop dressed men in leather masks, pink leashes and velvet bows. From the sparkling party they took their guests dancing at Marie Laveau and Bern's gallery 2.35:1, and ended up late, at an after party along with a mysterious pig with a crossbow. To put it mildly, this was a night to remember.



The female duo that never sleeps live, party and work together as photographers and DJs in Stockholm.

Challenging the hours of the day Y+M attends the most glamorous events, decadent clubs and outrageous after parties.

The duo covers both editorial and photography for sites in the like of Tête-à-Tête, [stureplan.se](http://stureplan.se) and [radarmagazine.se](http://radarmagazine.se).

In their dark faux furs and platforms they play deep house, tech house and disco at clubs like Spy Bar, F12 and Kåken. They also played at the grand opening of the David LaChapelle exhibition at Fotografiska in Stockholm. You can find them dancing, playing records or taking photos in clubs – any day of the week.

Instagram: [@hello\\_mom](https://www.instagram.com/hello_mom) & [@ylval](https://www.instagram.com/ylval)  
<http://yochm.tumblr.com>  
<https://www.facebook.com/yochm>  
[www.unforgettablenight.com](http://www.unforgettablenight.com)

## NEXT WEEK: unforgettablenight with IRIS DOOMS & DENNIS BRANKO, AMSTERDAM

Join in on Iris Ooms's and Dennis Branko's different interpretations of an amazing night out in Amsterdam. Iris Ooms spends her night in Trouw - the place where she loses track of both time and space while taking

photos of a half naked, male disco diva. Dennis Branko explores the Chicago Social Club and Bar Ludwig – also known as “the sex cave”. He hunts down the wildest crowds to take beautiful in-the-moment-photos of the euphoric people present. The two photographers experience the magical perks of nightlife at different locations, through different experiences and through two different camera lenses.

### #unforgettablenight

The unforgettable night online exhibition also offers the possibility for all nightlife enthusiasts to showcase photos from their own unforgettable nights. By hash tagging Instagram photos with #unforgettablenight your photos will automatically be included in the unforgettable exhibition at [www.unforgettablenight.com](http://www.unforgettablenight.com)

**unforgettablenight.com** The site is a digital exhibition wall for nightlife photographers from all around the world and will work as a photo feed available for anyone to join. The exhibition consists of videos and photos of Sven Marquardt and Pablo Frisk, the six young nightlife photographers, and anyone with an Instagram account. It is a photo exhibition, a nightlife guide and a source of inspiration for people living unforgettable nights. Initiated by Björn Borg.

**Björn Borg Says JA! To unforgettablenight** shines a light on those millions of people who embrace nightlife and capture great moments with the eye of their lens – professionally or just for fun. Nightlife photographers who deserve more than just a photo credit even though they spent both time and effort to capture memories of the night. Through this online exhibition made for, and by people with different range of experience – nightlife photography will be celebrated as an art form.

#### FOR FURTHER INFORMATION, PLEASE CONTACT:

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**ABOUT BJÖRN BORG:** The Group, which owns the Björn Borg trademark, is focused on underwear. Through licensees it also offers clothing, footwear, bags, eyewear and fragrances. 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 through its own Björn Borg stores. Total sales of Björn Borg products in 2011 amounted to about SEK 1.7 billion at the consumer level, excluding VAT. Group net sales amounted to SEK 537 million in 2011, with 131 employees. The Björn Borg share is listed on Nasdaq OMX Nordic in Stockholm since 2007.

