

Surrealist pop voyeur and collage virtuoso Luca Mainini designs for Björn Borg.

Underwear capsule collection launching now!

Body limbs, nail polish bottles, lipsticks and flowers are dissected from fashion magazines to form a new whole, twisted artworks. This is the trademark of Italian collage artist Luca Mainini, whose art has been described as "pop culture on acid". In March, he releases his first clothing collaboration, a limited edition collection of men's underwear for Swedish sports fashion brand Björn Borg.

Mainini's unique approach to the ancient genre of collages makes him one of the most interesting artists in Europe today. It has led him to collaborations with some of the world's biggest fashion houses and icons, such as Givenchy, Moschino and Anna Dello Russo.

Two limited edition trunks are the result of the Björn Borg collaboration. Two motifs that combine art with fashion, surrealism with chic.

- These products are very "me". I was free to do what I wanted and my inspiration comes from the cinema. I have always loved women's bodies and the classic Hollywood divas. Behind the perfect façade with red lips, white flawless skin, and impeccable nails there is a real woman, a lonely woman. It has been fantastic to make that come to life on a pair of underwear, a completely new canvas for me, comments Luca Mainini.

Luca Mainini was born, and still resides in Novara, a town near Milan, Italy. He is 31 years old, a self-taught artist and the only child in a creative family. Mainini has worked with collages since he was a child, evolving it as of late by adding fashion and animation to his art. This has been particularly suited for sharing and quickly made the Mainini Tumblr a popular go-to gallery for all pop art fans.

- Mainini's art is completely "out there" and that's what we love about him. He is a first rate collage artist and an amazing creative talent. We are thrilled to present this collection, comments James Lee, Head Designer at Björn Borg.

The collection can be found exclusively in Björn Borg concept stores and the Björn Borg web shop at bjornborg.com.

Recommended Retail Price: Euro 34,95
<http://www.bjornborg.com/se/campaigns/luca-mainini>
Press kit: <http://press.bjornborg.com/?p=2613>
<http://lucamaininipsychodiva.tumblr.com/>
www.lucamainini.com



FOR FURTHER INFORMATION, PLEASE CONTACT PERNILLA JOHANSSON, PR MANAGER

BJÖRN BORG AB (PUBL)
Tulegatan 11
113 53 STOCKHOLM, SWEDEN

PHONE +46 722 00 33 13
E-MAIL pernilla.johansson@bjornborg.com
WWW.BJORNBOORG.COM

ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, luggage & 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.