

Press release
Stockholm, October 19, 2016

Released today: Craig Green x Björn Borg capsule collection

Announced at the Fashion Week Stockholm in February, the Craig Green x Björn Borg collection has already enjoyed ovations from fashionistas all over the world. The much-awaited capsule is now available exclusively through 15 premium retailers and bjornborg.com



Award-winning British fashion designer Craig Green is on everybody's lips, today one of Britain's most lauded menswear designers. Known for his Asian inspired clean designs, Green tributes tennis icon Björn Borg and his heritage through this limited edition collection, also marking his debut in designing a full sportswear collection.

Comments Craig Green:

"The Craig Green x Björn Borg Collection marries my conceptual fascination with light and shadow, with the utilitarian beauty of Björn Borg's heritage. The idea is to have a multifunctional garment for both men and women that is not really gender-specific. Functional components become a distinct design feature, and a bold logo is replaced by a single circle – a development of the whole motif I often explore".

The Craig Green x Björn Borg capsule collection incorporates 18 unique sportswear pieces, of which five are performance sport. The monochrome collection, entirely in black and cream white, is sold exclusively at selected retailers such as Opening Ceremony in New York, Wild Style LA, Storm in Copenhagen, Yme Studios in Oslo, Temporary

Showroom in Berlin and Selfridges in London, as well as globally through bjornborg.com. Prices range between €30-450.

Green's work, whilst originally designed as menswear, is noted for its unisex and gender neutral qualities. Green won the British Fashion Award for Emerging Menswear Designer in 2014 and he is a favourite among Rihanna and Drake.

For further information and images:

Björn Borg pressroom: <http://www.bjornborg.com/press>

Shop: <http://www.bjornborg.com/new/craig-green-x-bjorn-borg>

Craig Green: <http://craig-green.com/>

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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.