

# CAN YOU KEEP A SECRET?

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**BJÖRN BORG** 

## UNFORGETTABLE NIGHT WITH INTOXICATED BARTENDERS, NAKED MEN & BITCH FIGHTS CAPTURED BY MISS POPO

Björn Borg's digital nightlife exhibition [unforgettablenight.com](http://unforgettablenight.com) presents a photo story experienced, captured and showcased by Polina Vinogradova a.k.a Miss Popo – the beauty, fashion and nightlife photographer based in Copenhagen. Miss Popo is the first of six announced nightlife photographers to capture and exhibit their unforgettable night.

### MISS POPO #1

See the exclusive interpretation of Miss Popo's unforgettable night in the digital exhibition, containing fifteen photos from her night out at the raw heart of Denmark's club scene in the meatpacking district of Copenhagen. Bakken launches their new club called "Thrst" featuring liquor slushies, moombathon and bootie shaking. Miss Popo captures the essence from the beautiful girls that she find so very intriguing – that gets her such a rush. Some of them even get into a bitch fight. A night that turned out somewhat unexpected with thirsty bartenders, booty shaking hot girls and crowd surfing men. A night captured by Miss Popo.

Based in Copenhagen Miss Popo does fashion and beauty photography in the day, and covers the party scene during night. She started out taking pictures for Jungle Parties at Club culture box and has, since then been covering the most popular clubs in Copenhagen. Today she regularly captures the madness going on at popular hipster club DISCO DICK at Bakken, and is also covering big festivals for Jägermeister.



Originally she started taking fashion photos but soon realized that her passionate relationship to music and lifestyle was the perfect combination to shoot people in the dark as a nightlife photographer – and can't imagine a life without it. As for the fashion photography Polina is shooting for brands like Anne Sofie Madsen, Stine Goya, Henrik Vibskov and recently, during fashion week covered Astrid Andersen's show for Dazed Digital. Her photos have been published in Ben Trovato, S Magazine, Bast Magazine and Dazed Digital. Her edgy and confident personality makes her a prominent preserver of the night.

Instagram: [@themisspopo](https://www.instagram.com/themisspopo)  
[misspopo.com](http://misspopo.com)

[misspopo.tumblr.com](http://misspopo.tumblr.com)

<https://twitter.com/themisspopo>

<http://www.behance.net/themisspopo>

## BJÖRN BORG

### NEXT WEEK: unforgettablenight with ANIMALS

The mysterious French collective consists of a group of young and talented graphic designers and photographers based in Paris. They preserve their lives, both day and night, with disposable cameras.

### #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.

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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.

