

CAN YOU KEEP A SECRET?

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BJÖRN BORG 

THE SCENT OF A LEGEND

With a tightly strung racket he held a whole world spellbound. He was the defining rock star of tennis. The new Björn Borg fragrance Heritage honours this man; his impeccable sense of style and his spectacular success on court - all wrapped up in a stylish package of discrete coolness.

"It's very interesting to see how a group of experts imagine the scent of my Heritage. The result is fantastic!" comments Björn Borg on the new fragrance.

Björn Borg Heritage is composed by the fragrance house behind perfumes like Boss Elements and Marc Jacobs Men to name a few.

The fragrance gives a sporty fresh first impression of bergamot, green apple and bamboo, crowned by touch of hot spice and finished off by an irresistibly manly finale of cedar, amber and musk.

Björn Borg Heritage will be launched in spring 2013 and is available for him with an Eau de Toilette and a deodorant stick. It will be available in select stores and in the Björn Borg web shop at www.bjornborg.com.

EdT RRP: €45

Deodorant stick RRP: € 17.50



Images available at: press.bjornborg.com

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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.