

## **BJÖRN BORG OPENS UP FOR ONLINE SHOPPING IN RUSSIA WITH RAINBOW ADVERT IN MOSCOW TIMES**

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STOCKHOLM, 26 September 2013: Swedish fashion brand Björn Borg opens up for online shopping in Russia today. The launch is being advertised with a full page on page 3 in Moscow Times, Russia's largest English language daily. The ad depicts a pile of single coloured underwear forming the colours of the rainbow.

“We are opening up for e-commerce on the Russian market. The opening advert is a way for us to reach Russian influencers. Björn Borg as a brand has always advocated equality on all levels. It is a human right to love and to make love to who-ever you choose and we want to make a point of that through the advert in the Moscow Times today”, comments Lina Söderqvist, Marketing Director at Björn Borg.

The Björn Borg Russia web shop will be found on [www.bjornborg.ru](http://www.bjornborg.ru).

Björn Borg country specific web shops can be found, apart from Russia, in Sweden, Denmark, Holland, UK, Germany, Belgium, the US and Canada. Other countries shop from the global [bjornborg.com](http://bjornborg.com) english web shop.



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### The advert in Moscow Times

**ABOUT BJÖRN BORG:** The Group owns the Björn Borg trademark and its core business is underwear. It also offers sportswear and fragrances as well as 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. In total, there are 57 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2012 amounted to around SEK 1.6 billion at the consumer level. Group net sales amounted to SEK 551 million in 2012, with 139 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.