

PRESS RELEASE

## **NUDECLEAR POWER – YES PLEASE!**

### **BJÖRN BORG SPRING CAMPAIGN IN HIGH RADIATION ZONE**

Imagine an existence full of gigantic plants and strong colours; a world where the sensual radiation is so strong that it changes the surrounding world. That's the image of a world that dawns through strong nudeclear power. The Björn Borg Spring/summer -14 campaign goes under the name 'Björn Borg says JA! to nudeclear power' and plays with the idea of the sensual radiation that stems from wearing Björn Borg products.

The Björn Borg brand has its own way of looking at the world. Wherever they face they see love and sex. This is the way the world would be constructed if Björn Borg could decide.

'If Björn Borg could decide, the whole world would overflow with nudeclear power; a world where we all live in a sensual high radiation zone' comments Lina Söderqvist, Global Marketing Director at Björn Borg.

The campaign runs online and in Björn Borg concept stores as of January 23, 2014.

Photographer for the campaign is well-renowned fashion photographer Peter Gehrke. Models are the top ranked Belgian model Florian Van Bael and Swedish star Theres Alexandersson. The campaign images are styled by Swedish fashion stylist Robert Rydberg.



The earth's mighty powers stand as an inspiration for the Björn Borg SS14 collection. Björn Borg Head of Design James Lee has taken his inspiration from the extremes of our natural world and calls the theme Supernature.

PRESS IMAGES AVAILABLE AT: [press.bjornborg.com](http://press.bjornborg.com)

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**ABOUT BJÖRN BORG:** The group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered sports wear and fragrances and through licensees also footwear, bags and eyewear. Björn Borg products are sold in around twenty markets, of which Sweden and Holland 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 2012 amounted to around SEK 1,6 billion, at the consumer level. Group net sales amounted to approximately SEK 551 million as per December 31, 2012, with 139 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.