

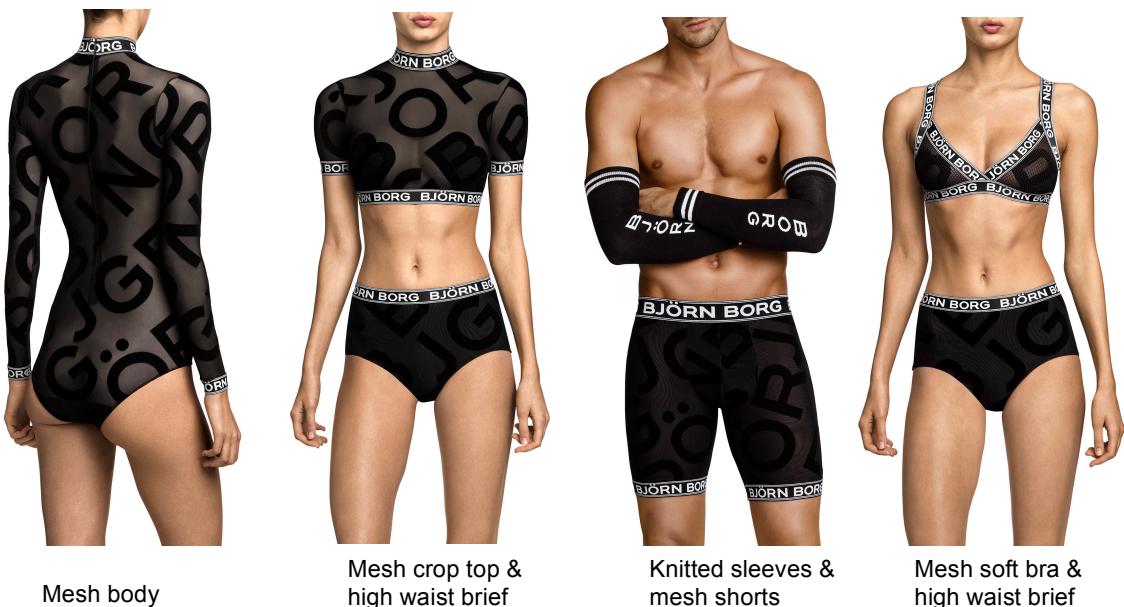
Five pieces per style: Limited edition show pieces from the Björn Borg SS15 catwalk show launch on January 19.

After the Björn Borg SS15 runway show last August, the bespoke show pieces were enjoying a handsome amount of attention and desire from fashionistas and stylists all over the world. Due to popular demand, five items of each style have been created by esteemed craftsmen and women in Stockholm, Sweden.

“This mesh themed limited edition holds superior standard. All mesh pieces are hand made in Sweden by outstanding seamstresses. The knitwear is carefully produced by one of our most trusted suppliers. With as few pieces as five per style, the bearer is guaranteed something truly unique and it is my conviction that it will make the owner feel quite special as well”, comments James Lee, Head Designer, Björn Borg AB.

The rare pieces are made to offer excellence in fit, quality and looks and were designed exclusively by the Björn Borg Head Designer, James Lee. Each piece is numbered and comes with a special limited edition card.

The Björn Borg SS15 Limited Edition Show Pieces are available exclusively through bjornborg.com and sells for € 45-170 as of January 19, 2015. The collection includes a mesh crop top, mesh high waist brief, a body and a mesh soft bra for her, mesh shorts for him and unisex white or black sleeves.



LOOKBOOK & OTHER PRESS IMAGES AVAILABLE AT: press.bjornborg.com

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark; a sports fashion brand. It offers products within sportswear and underwear as well as footwear, bags, eyewear and fragrances. 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 38 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2013 amounted to around SEK 1.5 billion at the consumer level. Group net sales amounted to SEK 499 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.