

# J.LINDEBERG REVIVES Y2K ERA WITH CLUBHOUSE THEME AT COPENHAGEN FASHION WEEK



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J.Lindeberg returned to Copenhagen Fashion Week to unveil their Fall Winter 2024 collections in a "Clubhouse" themed runway show, held on January 30th at 7pm CET at Tap1.

J.Lindeberg brought the 00s back to life in their CPHFW runway show, showcasing the FW24 fashion and sports collections. Aptly named 'Clubhouse,' the collections envision a unique fusion of traditional ski and golf aesthetics and the vibrant energy of the Y2K club scene. The theme is deeply rooted in J.Lindeberg's history and inspired by the brand's association with the music and sports clubs of that era, counting iconic figures like Justin Timberlake and Madonna among its fans.

The looks were a mix of fashion, sportswear, and exclusive runway pieces, featuring highly functional fabrics with vibrant glitch prints and colors – a nod to the Clubhouse culture. Crafted to transition from the slopes to the city streets with ease, the collections bring a modern look with real-life practicality, blending ski wear tech with fashion. Iconic J.Lindeberg pieces are revisited and remade, such as the leather biker, and a modern update is given to the Bridge logo products, a symbol of the brand's identity tying together the collection. Tricked-out polos, and ski base layers, are reimaged into dresses that exude sporty sophistication.

*"The 'Clubhouse' concept encapsulates not just a collection but a lifestyle, seamlessly integrating sports, fashion and community into the heart of our brand's identity," says Neil Lewty, Chief Creative Officer at J.Lindeberg. "Expanding beyond just a clothing collection, it contributes to a broader vision for us, such as our exclusive online members club and upcoming flagship store in Seoul, embodying a sense of community and shared interests."*

Among the 40 models was Lucas Braathen, the reigning World Cup slalom champion and winner of five World Cup races. Braathen is crossing into the fashion world and was also shot in J.Lindeberg's FW23 ski brand campaign.

Watch the runway show on [jlindeberg.com](http://jlindeberg.com).

Light Design: Vincent de Belleval  
Music: Simon Littauer  
Casting: Anja Gildum  
Stylist: Melanie Buchhave  
Hair: Kasper Andersen  
Make up: Trine Skjøth

**J.LINDEBERG**

Founded in Stockholm, Sweden, in 1996, J.Lindeberg was born out of an idea to inject style and energy to golf by changing how players all over the world dress on and off the course. Since then, the brand has continued to bridge the worlds of fashion and sports with irreverence, offering sophisticated, edgy, and comfortable products for the modern active lifestyle. Its headquarters remain in Stockholm, but today, J.Lindeberg can be found in more than 62 countries. There are 157 J.Lindeberg stores in the world and showrooms in New York, London, Oslo, Munich, Zürich and Salzburg. Wholesale distribution covers close to 2000 stores, including the leading high-end department and specialty stores around the world.