

**S**wedish fashion house J. Lindeberg continues its foray into the world of sports. The company has followed up its golf collection with a range of smart and sophisticated skiwear for men and women.

Both fashionable and functional, J. Lindeberg Ski combines high-tech fabrics with intricate details. The collection is the work of CEO Stefan

Engström and concept director Fredrik Dahl, two men with a passion for fashion and skiing. Engström founded Peak Performance and was on the Swedish National Freestyle Ski Team. Dahl used to be design director at The North Face.

So how does J. Lindeberg Ski differ from other brands?

“Today you can buy beautifully designed clothes that don’t necessarily

live up to functional requirements – and vice-versa,” Dahl says. “J. Lindeberg Ski is for people who won’t settle for anything less than the best of both.”

J. Lindeberg Ski is available at flagship J. Lindeberg stores, as well as select retailers in Europe and the US.

**Men’s Foraker jacket. Price: \$915.**  
[www.jlindeberg.com](http://www.jlindeberg.com)