

Missoni and Lindex is stepping up the fundraising to Breast Cancer Research

Missoni and Lindex is stepping up the fundraising to Breast cancer research by launching a pink bracelet and donate 50 per cent of the sales price to the research about breast cancer.

The World famous Italian house Missoni has teamed up with the European fashion chain Lindex to support Breast Cancer Research and the collaboration has resulted in a unique collection, where 10 per cent of the total sales price directly goes to the fight against breast cancer.

To further enhance the collection a unique pink bracelet is launched where 50 per cent of the sales price goes to Breast Cancer Research.



-The symbol of the Pink Ribbon has been important in our design of the bracelet. In the Missoni Lindex Pink Bracelet two pink bands/ribbons meets each other in a modern and beautiful design. The craft, with the genuine leather is also important and gives a feminine feeling that fits all generations of women, says Lea Rytz Goldman, Director Design and Purchase at Lindex.

- The collaboration with Lindex has given us a unique opportunity to bring affordable design to every woman, and at the same time to give something back, through creating Worldwide awareness for breast cancer. The breast cancer research is such an important case. At Missoni, we have an industry where 95 per cent of the people working for us are women. Many people around me have been affected, the breast cancer research is really important, says Angela Missoni.

The pink bracelet is a part of the Missoni Lindex jewelry collection that Lindex launches on the 25th of September. The jewelry collection contains necklaces, earrings and the bracelet in two additional colors. The pink bracelet will though first be sold in store from the 1st of October, as a part of the Pink Ribbon Campaign.

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Lindex is one of Europe's leading fashion chains, with more than 450 stores in 14 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, children's wear and lingerie for women who are interested in fashion. Lindex is part of the Finnish-listed Stockmann group. More information is available at www.lindex.com