

Penélope Cruz is Lindex's spring model

The beautiful and multitalented actress Penélope Cruz will be modelling Lindex fashion during the spring season. We will follow the actress for three campaigns, from a party on the red carpet to relaxing in her favourite clothes and then in the last campaign wearing this summer's 'it pieces'. The garments are available to buy in store and online from 24 April.

"With her sophisticated elegance, Penélope Cruz adds a wonderful womanly and feminine feel to the campaign. The combination of her vivacious personality and a glamorous film-star life together with a sense of humour will also make the campaigns fun and exciting," says Johan Hallin, Director of Concept & Marketing at Lindex.

Penélope Cruz will model for Lindex in three spring campaigns. The campaigns are linked by a story in which we follow Penelope for a weekend. Friday night is the perfect party night with glamour, a red carpet and photographers. On the Saturday, we see Penélope relaxing in her home environment, dressed in her favourite clothes. In the last campaign we accompany Penélope, wearing this summer's 'it pieces', to a special Sunday brunch at a Mediterranean villa.

"I've had lots of fun being a model for a large international fashion company like Lindex. I like the clothes; they really suit my style," says Penélope Cruz.

"Penélope Cruz is a dream model for the spring. She presents the fashion of the different collections fantastically. She's positive, self-confident, warm and full of energy, personifying the Lindex brand in an excellent way," adds Johan Hallin

Since her breakthrough in 1997, Penélope Cruz has starred in a number of notable films, such as All About My Mother and Pedro Almodóvar's award-winning film Volver in 2006. PC won an Oscar for best supporting actress for her role as María Elena in the film Vicky Cristina Barcelona directed by Woody Allen.

"The fact that she's famous all over the world is obviously an advantage since we operate on a global market," says Johan Hallin.

Lindex's most recent major international design collaboration with the Missoni fashion house attracted a lot of attention worldwide. Amongst other things, it broke the record for donations to the fight against breast cancer, and sales at www.lindex.com broke all previous record.

"It's part of our strategy to have a broad marketing approach, with a personal tonality in our campaigns and exciting design collaborations. It is of course extra pleasant when our campaigns creates a buzz online and the collections are sold out at www.lindex.com," says Johan Hallin

The collections will be available in all Lindex stores and at www.lindex.com from 24 April.

For more and high-resolution images, please visit [Lindex Newsroom](#).

News! [Subscribe](#) to Lindex press releases and follow us in social medias.

For more information, please contact:

Kaisa Lyckdal
Press Relations Manager, Lindex
Tel: 46 31 739 50 60
E-mail: kaisa.lyckdal@lindex.com

Lindex is one of Europe's leading fashion chains, with more than 470 stores in 16 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, kids' 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