

Lindex launches a new business area for men - LXM

Lindex expands its assortment and on 14 October 2013, launches underwear and sleepwear for men at Shop online.



As one of the leading fashion chains in Europe, Lindex is always looking to develop its collections to the customers. In keeping with this, the company presents a collection with the keywords: masculine, classic - with a modern design, high quality and reasonably priced. In addition, 95 per cent of the garments in the collection are made from sustainable materials.

Lindex has, in fact, worked with underwear since the start in the 1950s, and this year, men, too, will have the opportunity to wear designer clothes from Lindex.

"Our extensive experience with lingerie gives us a great opportunity to launch a collection of the finest materials and fit for men. I look forward to finally wearing clothes from Lindex!" says Göran Bille, CEO at Lindex.

"Lindex is consciously working for a sustainable future, and one of many ways to support this is to use more sustainable materials in our garments, which we have achieved to 95 per cent in this collection", Göran Bille says. The collection consists of t-shirt, ribbed tank top, both plain colour and patterned socks, pyjamas pants and four types of briefs: boxer briefs, briefs, trunks and woven boxers.

"LXM is completely in keeping with our development and it will be delightful and very exciting to offer this range to current and new customers as well", says Inger Lundqvist, Buying Manager for Lindex lingerie.

The photos for the new LXM's collection are taken by the renowned photographer Benjamin Lennox, who has also worked with Vogue UK, Interview and Numero. Posing in front of the camera is the British model Adam Cowie. Lindex LXM is available for sale at www.lindex.com starting on 14 October.

To find out more about how Lindex works with sustainability issues, visit www.lindex.com/csr

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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