

Lindex employees model new underwear campaign

On the 6th of May Lindex will launch their new underwear campaign where the collection is modelled by Lindex own employees. Characteristic of the spring collection is a neutral color scheme, new functional details and bras that create a natural silhouette.



"There is a lot of exciting things happening within bra trends right now. We can see a clear trend towards a more natural silhouette. I believe that the unpadded bra and the bra without underwire will be two of the spring's favorites." says Inger Lundqvist, Design and Purchasing Manager for Lindex underwear.

The colors in the spring collection are calm and the base toned color scheme is growing stronger.

"We also see many new details on spring bras. It's all the exciting styles of dresses and tops that increases the need for a bra that has for example flexible straps or focus on beautiful back details", continues Inger Lundqvist. Lindex is one of the market leaders in lingerie on several of their markets and last year the company developed the majority of the fits in their bra range. The [campaign](#) to find the proper fit was also last year modelled by Lindex employees. The success was a fact both in terms of sales but also for the customers who now find their favorite fit in different colors and styles in an easier way. There was a big interest from Lindex employees to participate in this year's [campaign](#) and the production in London made a huge impression on everyone involved.

"On set in Spring Studios London there was an amazing team of hair and make-up artists, stylists, a lovely creative director and an incredibly talented photographer who along with a whole bunch from Lindex made us feel fantastically cared for", says Maria Sundqvist, Store Manager at Lindex store in Luleå, Sweden.

The campaign and collection will be launched on May 6th in all Lindex stores and on lindex.com.

[Check out more about our Bra-volution models here.](#)

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

For more information, please contact:

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Lindex is one of Europe's leading fashion chains, with more than 490 stores in 18 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, men'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