
Björn Borg – From underwear brand to sports fashion powerhouse

Redeye initiates coverage of Björn Borg, a Swedish underwear brand that has evolved into a sports fashion brand. We believe this transformation has created an underappreciated combination of growth and stability. Its capital-light model and strong distribution, combined with an increasing share of sales from the fast-growing sports apparel product area and its own e-commerce channel, should support accelerating profitable growth.

[Read more and download the Research Report](#)

About Redeye Nordic Growth AB

This is a press release from Redeye Nordic Growth AB, a equity research firm specializing in Nordic growth companies within Tech and Life Science. Redeye Nordic Growth is a part of the Redeye group, which also offers services within corporate finance advisory and fund management. <https://services.redeye.se/>

Attachments

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