
LINDBERGH SETS SIGHTS ON GROWTH WITH NEW STORES AND ONLINE EXPANSION IN 2025

Lindbergh, the international menswear brand and part of the Nordic brand house PWT Group, is preparing for the next major step in its growth journey in 2025. With a strategic focus on opening physical Lindbergh stores and further strengthening its online channels, the brand aims to reach even more customers across both existing and new markets.

Strong Growth and Focus on the Customer Journey

For several years, Lindbergh has demonstrated impressive growth, driven by solid performance across all distribution channels. An increased emphasis on e-commerce has further bolstered the brand's position, attracting a broader customer base.

CEO of PWT Group, Ole Koch Hansen, states:

"We have a clear strategic goal to continuously develop and improve our products while delivering an outstanding customer experience across all channels. With Lindbergh's strong position as a quality brand focused on excellent design and functionality, we are ready to elevate the brand to new heights in 2025."

New Stores and Online Expansion

Lindbergh will open its first stores in Aalborg and Hamburg during the first quarter of 2025. Additionally, the ambition is to establish Lindbergh stores in major cities across Denmark, Germany, and Sweden. Negotiations are already underway for new, attractive locations, with only the best sites being considered.

Alongside these physical expansions, Lindbergh will continue to invest in its online presence, focusing on both proprietary online channels as well as marketplaces. This strategy will provide access to Lindbergh's extensive product range in more countries, creating positive synergies for the brand's wholesale channels, which have also shown solid growth over the years – including in 2024.

The Essence of Lindbergh

Originating in Denmark, Lindbergh has established itself as an international menswear brand known for its functional designs and high quality. The brand caters to the modern man with an active lifestyle, offering everything from stylish formalwear to practical everyday styles.

"We are incredibly excited to bring the Lindbergh brand to even more customers in 2025," says Ole Koch Hansen. *"We look forward to introducing our strong Scandinavian design and high-quality products to new markets and continuing the positive growth journey we are already well underway with."*

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ABOUT LINDBERGH

Lindbergh, part of the PWT Group, operates across B2C, D2C, and B2B markets, delivering quality fashion for men primarily in Scandinavia and Northern Europe. The brand has established itself as a modern lifestyle brand that combines high quality, functionality, and timeless design.

With four distinct concept lines, Lindbergh strikes a harmonious balance between formal, casual, and denim wear, catering to a wide range of style needs. Its six annual collections are designed with a focus on premium quality, sustainability, and enduring design – always centered around a modern and sleek Scandinavian aesthetic.

Lindbergh targets the style-conscious man who values uncompromising quality, classic silhouettes, and a wardrobe that offers modern versatility.