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FORMER LEXINGTON DESIGNER PATRICIA TRENNEWALL JOINS DAILY SPORTS

**Former Lexington designer reinforces the Daily Sports design team**

Daily Sports has announced the appointment of former Lexington designer Patricia Trennewall, who now brings her unerring feel for design and fashion to bear on her debut for Daily Sports, their newly-launched autumn 2018 golf collection developed in collaboration with Pernilla Sandqvist.

”It has been exciting and incredibly rewarding to work with a new designer,” says Pernilla Sandqvist, designer at Daily Sports since 2001.

The result of this new collaboration is a vibrant and contemporary retro theme featuring asymmetrical silhouettes and creative knitting patterns. Deep, sharp colour combinations are complemented by romantic pastels in combination with darker shades – a collection that in its details strives for both functionality and cutting-edge design.

“We are delighted to have Patricia on board, not only as a talented designer but also as a source of inspiration. With this collection, she has succeeded in developing our design aesthetic while retaining the characteristic Daily Sports look,” says a more than satisfied Ulrika Skoghag, CEO of Daily Sports.

Learn more at [www.dailysports.com](https://www.dailysports.com/en/)

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Daily Sports creates sportswear for women all over the world. Established in 1995, the company’s ambition is to encourage women to embrace an active life. Daily Sports is a Swedish family business now run by second-generation CEO Ulrika Skoghag. The company currently markets its collections in 28 countries via a network of 20 distributers, with an annual turnover of SEK 70 million, of which the Swedish market accounts for approximately SEK 20 million.

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