

**PRESS RELEASE STOCKHOLM FEBRUARY 26th, 2018**

HIGHLY EXPERIENCED DESIGNER TO DAILY SPORTS

Daily Sports, this year's winner of the prestigious ‘Sports Supplier Of The Year’ strengthens
its design department and launches its Spring Summer Golf Fashion collection in stores nationwide.

Pernilla Sandqvist, has designed golf wear for Daily Sports since 2001and for Spring
Summer 2018 she has collaborated with Sara Hellström. Sarah has many years’ experience with Casall and Peak Performance which has resulted in, among other things, Pivot, a series
of feminine wind jackets with beautiful detailing. ‘We wanted the collection to feel both classically feminine and modern at the same time. The idea is that you can combine many garments together in a playful way, and that the clothes will work as well in the town as on
the golf course,’ says Pernilla.

The Spring collection of Daily Sports is colourful and feminine with a sporty twist.
Functional materials and cuts have been added that feel relevant and modern.

‘When we designed the Spring collection, we were careful to keep the company's soul,
with many opportunities to mix and match to find a personal style. The colours and patterns
are part of what has made us so successful,’ says Ulrika Skoghag, CEO of Daily Sports.

Read more [www.dailysports.com](http://www.dailysports.com)

**FOR MORE INFORMATION, CONTACT:**

Tina Lindkvist

Marketing Coordinator

Phone: +46 (0)722-51 62 30

E-mail: tina.lindkvist@dailysports.se

Daily Sports creates sports wear for women all over the world. The company was founded in 1995 with the ambition to make all women crave an active lifestyle. Daily Sports is a Swedish family business driven by the second generation with Ulrika Skoghag as CEO. The collections are presently sold in 28 countries by 20 distributors. The turn over is SEK 80 million of which the Swedish market share is SEK 20 million.

Tulegatan 47 T +46 (0)8 120 10500

113 53 Stockholm, Sweden

info@dailysports.se www.dailysports.com