



train to live

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**MEN'S
SNEAKERS
- INSPIRED
BY TENNIS**



CLASSIC SU

- Suede
- Made in Portugal
- 129,95 €



AVAILABLE COLORS



BLACK



NAVY



BEIGE



GREY



ICELANDIC BLUE



NAVY/
ENGLISH MANOR



DEEP LICHEN GREEN



CLASSIC SU D-RING

- Suede
- Made in Portugal
- 129,95 €



AVAILABLE COLORS



BEIGE



HARBOR MIST



DEEP LICHEN GREEN





CLASSIC LT

- Leather
- Made in Portugal
- 129,95 €



AVAILABLE COLORS



BLACK



WHITE



COGNAC



LEGACY LT

- Leather
- Made in Portugal
- 129,95 €



AVAILABLE COLORS



WHITE/WHITE



BLACK/WHITE



RISE MS

- Microsuede
- Made in China
- 89,95 €



AVAILABLE COLORS



BLACK

DEEP LICHEN GREEN

COGNAC



RISE WB

- Waterbased PU
- Made in China
- 89,95 €



AVAILABLE COLORS



ANTIQUÉ WHITE/
BLACK

ANTIQUÉ WHITE/
DEEP LICHEN GREEN

ANTIQUÉ WHITE/
SAMBA RED





SERVE LT

- Leather/Suede
- Made in Portugal
- 139,95 €



AVAILABLE COLORS



WHITE/SAND



NAVY



COGNAC



VICTORY LT

- Leather
- Made in China
- 99,95 €



AVAILABLE COLORS



WHITE/NAVY



BRILLIANT WHITE/
BLACK



WHITE/WHITE



BRILLIANT WHITE/
DEEP LICHEN GREEN



VICTORY SU

- Suede
- Made in China
- 99,95 €



AVAILABLE COLORS



BEIGE



COGNAC

CRUISE

- Leather/Suede
- Made in China
- 99,95 €



AVAILABLE COLORS



BLACK/WHITE



**WHITE/
DEEP LICHEN GREEN**





LEGEND

- Nylon/Suede
- Made in China
- 89,95 €



AVAILABLE COLORS



PEACOAT/
ANTIQUE WHITE



HARBOR MIST/
PEACOAT



CLOUD DANCER/
TOFU



BAJA BLUE/
CLOUD DANCER



DEUCE

- PU
- Made in Vietnam
- 79,95 €



AVAILABLE COLORS



WHITE/WHITE



WHITE/NAVY



CLOUD DANCER/
DEEP LICHEN GREEN



CLOUD DANCER/
ICELANDIC BLUE



CLOUD DANCER/
SILVER



CHIP

- PU
- Made in China
- 69,95 €



AVAILABLE COLORS



TOFU/NIGHT SKY



NIGHT SKY



CUP

- PU
- Made in China
- 69,95 €



AVAILABLE COLORS



WHITE/WHITE



WHITE/NAVY



BLACK/WHITE





SMASH

- Cotton Canvas
- Made in Vietnam
- 59,95 €



AVAILABLE COLORS



BLACK



TOFU



WASHED OUT BLUE



DEEP LICHEN GREEN



ENGLISH MANOR



CHALLENGER WB

- Waterbased PU
- Made in China
- 69,95 €



AVAILABLE COLORS



BRILLIANT WHITE



NAVY



CHARGE

- Knit
- Made in China
- 79,95 €

AVAILABLE COLORS



BRILLIANT WHITE



BLACK



**MEN'S
SNEAKERS
- INSPIRED
BY RUNNING**





ACE KNT

- Knit
- Made in China
- 99,95 €



AVAILABLE COLORS



WHITE



BLACK



BRILLIANT WHITE/
ENGLISH MANOR



BLACK/SUNNY LINE



GREY/
DEEP LICHEN GREEN



SUNNY LIME



CROSS BORG

- Knit
- Made in China
- 79,95 €



AVAILABLE COLORS



BLACK



WHITE



PATRIOT BLUE



DEEP LICHEN GREEN





TIEBREAK

- Mesh/Suede
- Made in China
- 99,95 €



AVAILABLE COLORS



**BRILLIANT WHITE/
BLACK**



**HARBOR MIST/
QUIET SHADE**



**NIGHT SKY/
VINTAGE KHAKI**



**VINTAGE KHAKI/
COGNAC**



PULSE

- PU/Suede
- Made in China
- 89,95 €



AVAILABLE COLORS



NAVY



HARBOR MIST/
QUIET SHADE



BEIGE



DEEP LICHTEN GREEN/
TOFU



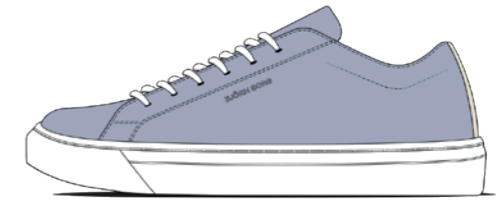
**WOMEN'S
SNEAKERS
- INSPIRED
BY TENNIS**





CLASSIC SU

- Suede
- Made in Portugal
- 129,95 €



AVAILABLE COLORS



BLACK



ANTIQUÉ WHITE/
ICELANDIC BLUE



ICELANDIC BLUE/
ANTIQUÉ WHITE



GRACE LT

- Suede
- Made in Portugal
- 129,95 €



AVAILABLE COLORS



BRILLIANT WHITE/
NIGHT SKY



ANTICUE WHITE/
ICELANDIC BLUE





VICTORY LT

- Leather
- Made in China
- 99,95 €



AVAILABLE COLORS



BRILLIANT WHITE



BRILLIANT WHITE/
BLACK



BRILLIANT WHITE/
SAMBA RED



LEGEND

- Nylon/Suede
- Made in China
- 89,95 €



AVAILABLE COLORS



CLOUD DANCER/
TOFU



BAJA BLUE/
CLOUD DANCER



OYSTER GRAY/
SAMBA RED



PEACOCK/
ANTIQUE WHITE



DEUCE

- PU
- Made in Vietnam
- 79,95 €



AVAILABLE COLORS



WHITE/WHITE



WHITE/NAVY



CLOUD DANCER/
DEEP LICHEN GREEN



CLOUD DANCER/
ICELANDIC BLUE



CLOUD DANCER/
SILVER



CUP

- PU
- Made in China
- 69,95 €



AVAILABLE COLORS



WHITE/WHITE



WHITE/SILVER



BRILLIANT WHITE/
TENDER YELLOW





SMASH

- Cotton Canvas
- Made in Vietnam
- 59,95 €



AVAILABLE COLORS



BLACK



TOFU



WASHED OUT BLUE



DEEP LICHEN GREEN



ENGLISH MANOR



LOOP

- PU
- Made in China
- 69,95 €



AVAILABLE COLORS



BRILLIANT WHITE



OYSTER GRAY



**WOMEN'S
SNEAKERS
- INSPIRED
BY RUNNING**





ACE KNT

- Knit
- Made in China
- 99,95 €



AVAILABLE COLORS



WHITE



BLACK



BRILLIANT WHITE/
ENGLISH MANOR



BLACK/SUNNY LINE



GREY/
DEEP LITCHEN GREEN



SUNNY LIME



CROSS BORG

- Knit
- Made in China
- 79,95 €



AVAILABLE COLORS



BLACK



WHITE



ICELANDIC BLUE



BEIGE





TIEBREAK

- Mesh/Suede
- Made in China
- 99,95 €



AVAILABLE COLORS



BRILLIANT WHITE/
SILVER



BRILLIANT WHITE/
BLACK



HARBOR MIST/
QUIET SHADE



BRILLIANT WHITE/
SAMBA RED



VINTAGE KHAKI/
COGNAC



ALLEY

- Mesh/Suede
- Made in China
- 99,95 €



AVAILABLE COLORS



SAND

WHITE/GREY/SILVER



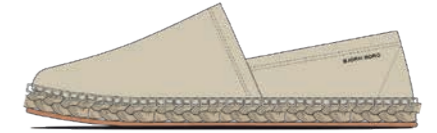


**UNISEX
SLIPPERS**



STRADA ESPADRILLE

- Suede
- Made in China
- 89,95 €



AVAILABLE COLORS



PISTACHIO



NIGHT SKY



DEEP LICHEN GREEN



VINTAGE KHAKE



VIBE

- EVA
- Made in China
- 29,95 €



AVAILABLE COLORS



BLACK



DUFFLE BAG/NAVY



ENGLISH MANOR



WHITE



TENDER YELLOW



STRIDE

- EVA
- Made in China
- 29,95 €



AVAILABLE COLORS



BLACK

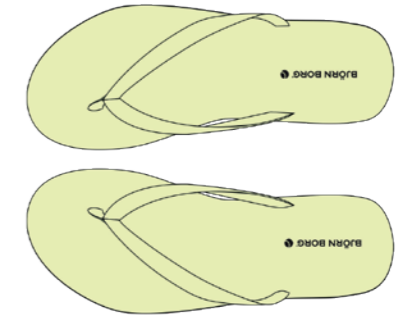


VINTAGE KHAKI



LOVE

- EVA
- Made in China
- 29,95 €



AVAILABLE COLORS



BLACK



NAVY



ENGLISH MANOR



SUNNY LIME



HERITAGE

- Nylon
- Made in China
- 39,95 €



AVAILABLE COLORS



BLACK



NIGHT SKY



WHITE



BORG

- Nylon
- Made in China
- 34,95 €



AVAILABLE COLORS



BLACK/BRILLIANT WHITE



BLACK/BLACK



WHITE



ENGLISH MANOR/NAVY



DUFFLE BAG



NAVY/SAMBA RED





STK HARPER III

- Nylon
- Made in China
- 29,95 €



AVAILABLE COLORS



BLACK



NAVY



BRILLIANT WHITE/
SILVER

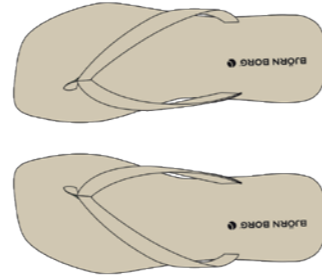


BLACK/SILVER



LOVE SQUARE

- Nylon
- Made in China
- 14,95 €



AVAILABLE COLORS



BLACK



PISTACHIO



BLACK/SAMBA RED






OVERVIEW


MEN'S SNEAKERS INSPIRED BY TENNIS

CLASSIC SU	MATERIAL	ORIGIN	PRICE
 <p>Black Navy Beige Grey</p>	Suede	Made in Portugal	129,95 €
 <p>Icelandic Blue Navy/English Manor Deep Lichen Green</p>			

CLASSIC SU D-RING	MATERIAL	ORIGIN	PRICE
 <p>Beige Harbor mist Deep Lichen Green</p>	Suede	Made in Portugal	129,95 €

CLASSIC LT	MATERIAL	ORIGIN	PRICE
 <p>Black White Cognac</p>	Leather	Made in Portugal	129,95 €

LEGACY LT	MATERIAL	ORIGIN	PRICE
 <p>White/White Black/White</p>	Leather	Made in Portugal	129,95 €


RISE MS	MATERIAL	ORIGIN	PRICE
 <p>Black Deep Lichen Green Cognac</p>	Microsuede	Made in China	89,95 €

RISE WB	MATERIAL	ORIGIN	PRICE
 <p>Antique White/Black Antique White/Deep Lichen Green Antique White/Samba Red</p>	Waterbased PU	Made in China	89,95 €

MEN'S SNEAKERS INSPIRED BY TENNIS

SERVE LT	MATERIAL	ORIGIN	PRICE
 <p>White/Sand Navy Cognac</p>	Leather/Suede	Made in Portugal	139,95 €

VICTORY LT	MATERIAL	ORIGIN	PRICE
 <p>White/Navy Brilliant White/Black White/White Brilliant White/Deep Lichen Green</p>	Leather	Made in China	99,95 €







VICTORY SU	MATERIAL	ORIGIN	PRICE
 <p>Beige Cognac</p>	Suede	Made in China	99,95 €

CRUISE	MATERIAL	ORIGIN	PRICE
 <p>Black/White White/Deep Lichen Green</p>	Leather/Suede	Made in China	99,95 €








LEGEND	MATERIAL	ORIGIN	PRICE
 <p>Peacoat/Antique White Harbor Mist/Peacoat Cloud Dancer/Tofu Baja Blue/Cloud Dancer</p>	Nylon/Suede	Made in China	89,95 €

DEUCE	MATERIAL	ORIGIN	PRICE
 <p>White/White White/Navy Cloud Dancer/Deep Lichen Green Cloud Dancer/Icelandic Blue Cloud Dancer/Silver</p>	PU	Made in Vietnam	79,95 €







MEN'S SNEAKERS INSPIRED BY TENNIS

CHIP	MATERIAL	ORIGIN	PRICE
 <p>Tofu/Night Sky Night Sky</p>	PU	Made in China	69,95 €
CUP	MATERIAL	ORIGIN	PRICE
 <p>White/White White/Navy Black/White</p>	PU	Made in China	69,95 €
SMASH	MATERIAL	ORIGIN	PRICE
 <p>Black Tofu Washed Out Blue</p> <p>Deep Lichen Green English Manor</p>	Cotton Canvas	Made in Vietnam	59,95 €
CHALLENGER WB	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White Navy</p>	Waterbased PU	Made in China	69,95 €
CHARGE	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White Black</p>	Knit	Made in China	79,95 €
SETH	MATERIAL	ORIGIN	PRICE
 <p>White/Night Sky Oyster Gray/Cognac Brilliant White/Pineneedle Quiet Shade/Cognac</p>	PU	Made in China	59,95 €






MEN'S SNEAKERS INSPIRED BY RUNNING

ACE KNT	MATERIAL	ORIGIN	PRICE
 <p>White Black Brilliant White/English Manor Black/Sunny Line Grey/Deep Lichen Green Sunny Lime</p>	Knit	Made in China	99,95 €
CROSS BORG	MATERIAL	ORIGIN	PRICE
 <p>Black White Patriot Blue Deep Lichen Green</p>	Knit	Made in China	79,95 €
TIEBREAK	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White/Black Harbor Mist/Quiet Shade Night Sky/Vintage Khaki Vintage Khaki/Cognac</p>	Mesh/Suede	Made in China	99,95 €
PULSE	MATERIAL	ORIGIN	PRICE
 <p>Navy Harbor Mist/Quiet Shade Beige Deep Lichten Green/Tofu</p>	PU/Suede	Made in China	89,95 €
SPRINT	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White/Quiet Shade Brilliant White/Oyster Gray Brilliant White/Night Sky</p>	Mesh	Made in China	59,95 €
BLADE	MATERIAL	ORIGIN	PRICE
 <p>Cloud Dancer Quiet Shade/Black Beauty</p>	PU	Made in China	59,95 €
ZION	MATERIAL	ORIGIN	PRICE
 <p>Black Beauty Brilliant White/Night Sky Harbour Mist</p>	Knit	Made in China	59,95 €

WOMEN'S SNEAKERS INSPIRED BY TENNIS

CLASSIC SU	MATERIAL	ORIGIN	PRICE
 <p>Black Antique White/ Icelandic Blue Icelandic Blue/ Antique White</p>	Suede	Made in Portugal	129,95 €
GRACE LT	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White/ Night Sky Anticue White/ Icelandic Blue</p>	Suede	Made in Portugal	129,95 €
VICTORY LT	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White Brilliant White/ Black Brilliant White/ Samba Red</p>	Leather	Made in China	99,95 €
LEGEND	MATERIAL	ORIGIN	PRICE
 <p>Cloud Dancer/Tofu Baja Blue/ Cloud Dancer Oyster Gray/ Samba Red Peacoat/ Antique White</p>	Nylon/ Suede	Made in China	89,95 €
STORM	MATERIAL	ORIGIN	PRICE
 <p>Black Beauty/ Brilliant White Vintage Khaki/ Brilliant White</p>	Nylon/ Suede	Made in China	89,95 €
DEUCE	MATERIAL	ORIGIN	PRICE
 <p>White/White White/Navy Cloud Dancer/ Deep Lichen Green Cloud Dancer/ Icelandic Blue Cloud Dancer/ Silver</p>	PU	Made in Vietnam	79,95 €



WOMEN'S SNEAKERS INSPIRED BY TENNIS

SMASH	MATERIAL	ORIGIN	PRICE
 <p>Black Tofu Washed Out Blue</p>  <p>Deep Lichen Green English Manor</p>	Cotton Canvas	Made in Vietnam	59,95 €
LOOP	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White Oyster Gray</p>	PU	Made in China	69,95 €
WAVE	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White/ Gun Metall Brilliant White/ Leo</p>	PU	Made in China	59,95 €
CUP	MATERIAL	ORIGIN	PRICE
 <p>White/White White/Silver Brilliant White/ Tender Yellow</p>	PU	Made in China	69,95 €






LEGEND


WOMEN'S SNEAKERS INSPIRED BY RUNNING

ACE KNT	MATERIAL	ORIGIN	PRICE
 <p>White Black Brilliant White/ English Manor</p>  <p>Black/Sunny Line Grey/ Deep Litchen Green Sunny Lime</p>	Knit	Made in China	99,95 €


CROSS BORG	MATERIAL	ORIGIN	PRICE
 <p>Black White Icelandic Blue Beige</p>	Knit	Made in China	79,95 €

TIEBREAK	MATERIAL	ORIGIN	PRICE
 <p>Brilliant White/ Silver Brilliant White/ Black Harbor Mist/ Quiet Shade</p>  <p>Brilliant White/ Samba Red Vintage Khaki/ Cognac</p>	Mesh/ Suede	Made in China	99,95 €

ALLEY	MATERIAL	ORIGIN	PRICE
 <p>Sand White/Grey/Silver</p>	Mesh/ Suede	Made in China	99,95 €

SPRINT	MATERIAL	ORIGIN	PRICE
 <p>Taupe Gray/Pink Brilliant White/ Oyster gray Brilliant White/ Quiet Shade</p>	Mesh	Made in China	59,95 €

WOMEN'S SNEAKERS INSPIRED BY RUNNING


LUNA	MATERIAL	ORIGIN	PRICE
 <p>Taupe Gray/ Rose Gold Brilliant White/ Silver Brilliant White/ Night Sky</p>	PU	Made in China	59,95 €

STELLA	MATERIAL	ORIGIN	PRICE
 <p>Taupe Gray/Leo Oyster Gray/ Rose Gold</p>	PU	Made in China	59,95 €




UNISEX SLIPPERS

STRADA ESPADRILLE	MATERIAL	ORIGIN	PRICE
 <p>Pistachio Night Sky Deep Lichen Green Vintage Khaki</p>	Suede	Made in China	89,95 €

VIBE	MATERIAL	ORIGIN	PRICE
 <p>Black Duffle Bag/Navy English Manor</p> <p>White Tender Yellow</p>	EVA	Made in China	29,95 €

STRIDE	MATERIAL	ORIGIN	PRICE
 <p>Black Vintage Khaki</p>	EVA	Made in China	29,95 €


LOVE	MATERIAL	ORIGIN	PRICE
 <p>Black Navy English Manor Sunny Lime</p>	EVA	Made in China	29,95 €

HERITAGE	MATERIAL	ORIGIN	PRICE
 <p>Black Night Sky White</p>	Nylon	Made in China	39,95 €

UNISEX SLIPPERS

BORG	MATERIAL	ORIGIN	PRICE
 <p>Black/Brilliant White Black/Black White</p> <p>English Manor/Navy Duffle Bag Navy/Samba Red</p>	Nylon	Made in China	34,95 €

STK HARPER III	MATERIAL	ORIGIN	PRICE
 <p>Black Navy Brilliant White/Silver Black/Silver</p>	Nylon	Made in China	29,95 €

LOVE SQUARE	MATERIAL	ORIGIN	PRICE
 <p>Black Pistachio Black/Samba Red</p>	Nylon	Made in China	14,95 €



A woman is shown from the waist down, wearing a yellow sports bra and matching shorts with white waistbands. The waistbands feature a small logo that says "Björn Borg UNDERWEAR". She is also wearing a white long-sleeved shirt. She is holding a pair of dark blue flip-flops in her left hand. The background is a beach with waves in the distance. The entire image is framed by a red border.

Harder, Better, Faster, Stronger!
That's what we've been taught
But how come no one ever taught us why?

At Björn Borg we love to train,
not to become the world champion of (whatever)
but to become the best versions of ourselves.

Because we don't live to train.
we train to live.