

Björn Borg SA Launch

The Stuttafords Group launched Björn Borg in South Africa at Cavendish Square in Cape Town yesterday evening, 6 February 2014 just in time for Valentine's Day.





Master of ceremony Janez Vermeiren, presenter of the Top Billing and Top Travel programmes, introduced the brand in true Björn Borg fashion.

The Swedish brand is currently represented in nearly all European countries, the UK, Canada and Chile and now SA at Stuttafords' flagship stores in Johannesburg, Durban and Cape Town.

View the full article [here](#).

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