

# REPLAY



**The premium denim brand Replay is, for the second consecutive year, the Main Sponsor of the prestigious Rolex Monte-Carlo Masters tennis tournament.**

*Asolo, January 2023* – As part of its broader sports sponsorship strategy, which today has the brand alongside top football teams (such as PSG, Ajax and Atalanta), rugby excellences (such as the All Blacks) and ambassadors like Neymar Jr, Marco Verratti, Beauden Barrett and Usain Bolt, in 2023 Replay is also sponsor of the prestigious Rolex Monte-Carlo Masters tennis tournament.

What brings Replay together with these sport and lifestyle brands and with universally known personalities is talent, high quality, a large fan base throughout the world, as well as unforgettable moments of glory, victory, and passion enjoyed both during sport events and leisure time, all while wearing Replay denim.

The historic clay-court competition, known as the Rolex Monte-Carlo Masters, is a men's tennis tournament belonging to the ATP Tour Masters 1000 category and is held yearly in April in Roquebrune Cap-Martin, a French municipality bordering the Principality of Monaco.

The first edition dates back to 1897 and features in the men's single and double tournaments' agendas. A prestigious and coveted competition, which in 2023 will take place from April 8 to April 16.

The partnership agreement foresees not only visibility on the court and in all the marketing and communication materials, but also a total Replay for Rolex Monte-Carlo outfit for the entire tournament staff.

The capsule collection revamps iconic and timeless pieces with a contemporary flair, in which the Replay take meets the classic and sporty style characteristic of the tennis scene.

The protagonists of this unisex collection are polo shirts, sweatshirts, pullovers and shirts, together with a new piece of outerwear: a varsity bomber jacket presented both in a long and short version. All in the traditional blue, red and white colors. For this new capsule collection exclusively, grey was added.

A new addition to the Replay collection for Rolex Monte-Carlo 2023 is the Hyperflex Hybrid technology used in a regular trouser with an elastic waistband, drawstring and tri-coloured details on the back pocket. Hyperflex Hybrid is a stretch nylon which, in addition to its outstanding technical performances, has an important added value: the raw material is "green": in fact, it originates from regenerated plastics.

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This fabric is mainly used by professional sportsmen and women; it is a true 'second skin' material that allows complete freedom of movement, ideal on a tennis court.

Moreover, thanks to the technical peculiarities of the fabric, the garments can be 'packable' with a very quick return to their original shape.

The capsule collection will be on sale starting from April 2023 in the Paris Replay store, on the brand's e-commerce [www.replayjeans.com](http://www.replayjeans.com), in Replay's tournament temporary store, as well as in the official store of the tournament itself.

## **Fashion Box SpA**

Founded in 1981, Fashion Box S.p.A. is a global leader in the denim segment. The Italian group, based in Asolo, in the province of Treviso, creates, promotes and distributes casual wear, accessories and footwear for men, women and children under the brands REPLAY, REPLAY&SONS and WE ARE REPLAY. Fashion Box is currently present throughout Europe, the Middle East, Asia, Latin America and Africa, in a total of over 50 countries. The wholesale distribution network includes 4,000 stores, 124 single-brand stores and 213 corners and shop-in-shops. Exports account for 90% of turnover.