

# REPLAY



## **Premium denim brand Replay is the Main Sponsor of the eminent Rolex Monte-Carlo Masters Tennis Tournament.**

*Asolo, February 2025* – Replay, the famous premium denim brand, will be once again the main sponsor of the illustrious Rolex Monte-Carlo Masters Tennis Tournament.

This collaboration is part of the high-level sport sponsorships the Company has been setting in place for quite some time, which include also top football names, such as FC Bayern Monaco, Ajax, Atalanta and champion Neymar Jr.

The Rolex Monte-Carlo Masters is a historical men's single and double tennis tournament, part of the ATP Tour Masters 1000, and the first edition was held in 1897. This year edition, from 5 to 13 April, will take place in Roquebrune Cap-Martin, next to the Principality of Monaco.

The partnership agreement includes, besides the brand's visibility on the field, a total look *Replay for Rolex Monte-Carlo* for Tournament staff.

The capsule collection reinterprets the brand's iconic and timeless pieces in a contemporary and genderless fashion, with Replay's typical style meeting the classic-chic sport allure of the tennis world. The collection includes polo shirts, sweatshirts, shirts, a college bomber jacket in the short and long version, blazers, and cotton twill chino classic and drawstring trousers. The colour palette is traditional, featuring white, faded black and khaki - this season's news - with red details, the brand's corporate colour.

The tournament staff collection will be complemented by Replay's special "The Country Club" line, with t-shirts and tank-tops featuring tennis prints, striped sweatshirts and women's tennis sets, curated for with typical Replay details, and featuring the tournament brand.

Both collections will be available from April 2025 onward, at the Replay Store in Paris, the brand's e-commerce shop [www.replayjeans.com](http://www.replayjeans.com), Replay's temporary store at the tournament, and on the tournament's official store.

### **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, 130 single-brand stores and 200 corners and shop-in-shops. Exports account for 90% of turnover.