



Juventus launch streetwear range

The Icon Collection continues aims of club's 2017 brand strategy.

Italian soccer giants Juventus have launched an in-house streetwear range at **WhiteStreetMarket**, a Milan-located street fashion event.

The Icon Collection, which has been produced by the Serie A club, is based on 1990s culture.

The assortment of products includes sweatshirts, sweaters and jackets, with many of the designs in the black and white colours inextricably linked to the reigning champions of Italian soccer's domestic top flight.

As it stands, the new range is on sale both at the club's Allianz Stadium, as well as their official website.

The release of the collection continues the promotion of Juventus' 2017 relaunched brand strategy which saw Interbrand design the club a new logo and identity. The club stated at the time of the rebrand that it was designed to take the club's influence beyond just the world of soccer.

The decision to launch the new products comes amid reports that Juventus officials are looking to add a first ever sleeve partner to their portfolio of sponsors. With Cristiano Ronaldo's commercial power likely to enhance the value of any agreement, it is thought that any deal could generate as much as €10 million (US\$11.4 million) per year.

The news follows the club's US\$58 million per year kit supplier extension with German sportswear giant Adidas. As part of that arrangement, the two parties will continue to work together until 2027.

On the field, Juventus' stronghold on Italian domestic soccer has shown no signs of coming to an end. Max Allegri's side look likely to add to their seven successive Serie A titles, sitting nine points clear of Napoli, having dropped just four points thus far.