



Juventus launch streetwear clothing range

The Icon Collection continues aims of club's 2017 brand strategy relaunch 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 '90s 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 Italian champions.