

APPAREL AND ACCESSORIES

## Samuelsohn highlights performance attire with LA Galaxy partnership

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*Samuelsohn for L.A. Galaxy*

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By STAFF REPORTS

Canadian menswear label Samuelsohn is showing off its sportier side by linking with a Major League Soccer team.

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Inking a year-long deal with Los Angeles Galaxy, Samuelsohn will create tailored attire for both the players and the team's management, while members of the team will appear in its campaign for spring 2017. Sports partnerships offer an opportunity for brands to raise awareness among a new audience of team fans.

### Athletic attire

Samuelsohn's partnership with L.A. Galaxy reflects the brand's desire to grow its profile in the United States. The alignment with a sports team fits the label's use of technical, luxury fabrics with performance-based characteristics.

For the team uniforms, Samuelsohn created an Extreme Sharkskin suit and a Grey Mohair suit. Constructed in Loro Piana wool with stretch, the suits feature Rain System waterproofing.

"We wanted to bring the brand to the next level and also the next generation, and I think that the L.A. Galaxy is a perfect match," said Arnold Brant Silverstone, president and chief creative officer of Samuelsohn, in a brand statement. "The Samuelsohn brand is all about passion and performance, and men that strive for excellence, so it's only fitting that we partner with one of the league's most-decorated soccer clubs."



*L.A. Galaxy Players wearing Samuelsohn*

In addition to the suits created, the L.A. Galaxy partnership will see players including Gyasi Zardes, AJ DeLaGarza and Sebastian Lletget appearing in the brand's print and digital campaigns for the spring 2017 season. There will also be in-store promotions, social media efforts and events.

"The L.A. Galaxy are pleased to partner with Samuelsohn, an elite performance brand," said L.A. Galaxy president Chris Klein. "We want our players to be sharp on and off the field.

"This partnership allows us to partner with a premier, custom suit company that is representative of our club's ideals of excellence and passion," he said.

While other luxury brands have outfitted sports teams in fashion, a new partnership is focused on technology.

Swiss watchmaker Tag Heuer is assisting in timekeeping efforts of Premier League referees during the upcoming football season.

Starting next year, every Premier League referee will wear a Tag Heuer Connected timepiece during football matches. Tag Heuer has developed a new app for its Connected watch that was developed in close partnership with Premier League officials, ensuring the performance of the device ([see story](#)).