

APPAREL AND ACCESSORIES

Loro Piana scores partnership renewal with Italian soccer club

September 7, 2023



Based in the brand's local Piedmont region, Juventus has engaged in a partnership with the quiet luxury giant since 2021. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Italian cashmere label **Loro Piana** is extending its agreement with a celebrated athletic group.

For the 2023-2024 season, the luxury brand is renewing its partnership with Juventus Football Club of Turin. Italy's winning team will now sport a Loro Piana wardrobe during official events, pre and postgame moments included.

Athletic apparel

Based in the same local Piedmont region as Loro Piana, the Juventus Football Club has engaged in a partnership with the label since 2021.

Dressing the athletes in specially designed premium wares, the soccer players have donned outfits from the quiet luxury giant at all of their institutional occasions for some time. In 2022, the brand ventured into working with women's teams, beginning to collaborate with the chapter's men on formalwear needs that year.

This season, athletic apparel picks consist of piquet cotton polo shirts, leather loafers with rubber soles and Wish wool pants, all of which adhere to a teamwide color scheme that opts for shades of blues, grays and beiges.

Sreno, ragazzi!

Filip e Duan saranno impegnati oggi con la loro [@FSSrbije](#) nel match di qualificazione per [#EURO2024](#) contro l'Ungheria pic.twitter.com/kqSi5u2iaH

JuventusFC (@juventusfc) [September 7, 2023](#)

Pairing its own heritage with an approach more practical in nature, Loro Piana's offerings marry the values and identities of both parties.

News of the renewal comes at a time when luxury brands across categories are making extensive shows of support for the world of sports.

In light of the US Open, Tiffany & Co. announced a deal that sees the jeweler signing on for more years of partnership with the event this week, celebrating decades of making trophies for the tennis tournament via an immersive booth stationed at the annual gathering ([see story](#)).

As football season begins in America, South Korean automaker Genesis is working with NBC Sports to bring interactive experiences and ads to games and broadcasts around the country ([see story](#)), the first match slated for Sept. 7.

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