

APPAREL AND ACCESSORIES

## Tumi kicks off first-time partnership with top women's soccer team

October 6, 2023



*Tumi is now the official formal luggage partner of Tottenham Hotspur Women. Image credit: Tumi*

By LUXURY DAILY NEWS SERVICE

U.S.-based lifestyle brand Tumi is remaining active this sports season.

The label is now the official formal luggage partner of the Tottenham Hotspur Women's soccer team, following a collaboration with the men's side of the well-known English professional football club for their Asia-Pacific tour. Not only will the athletes be using Tumi bags for their travels, but in a first for the company, its logo will be printed on the back of the athletes' jerseys during all games.

"The opportunity to continue to expand and further solidify Tumi's partnership with Tottenham Hotspur Women is a natural extension for us and aligns well with our commitment to perfecting journeys in the pursuit of their passions," said Jill Krizelman, senior vice president of global marketing and ecommerce at **Tumi**, in a statement.

"Tumi products are rooted in excellence and endurance, and being able to support the players of the Women's team performing at their highest level is a great honor."

Balled up

This latest interaction with the Tottenham Hotspur team equips everyone involved in the Premier League operation with Tumi products.

By way of the partnership, players, coaches and staff are receiving personalized items such as Tumi's 19 Degree International Expandable 4-Wheeled cases, Voyageur Madeline Cosmetic pouches, Alpha Bravo Search Backpacks, Just in Case duffels and double-sided packing cubes, intended for use during home and away games this season.

On Sunday, Oct. 8, consumers will be able to spot the Tumi logo on the shirts of the Tottenham Hotspur Women's soccer team during their first home WSL match against Bristol City Women as they bring the luggage name to the field for the first time.

"The Club holds Tumi and its products in extremely high regard following recent, successful partnerships," said Todd Kline, chief commercial officer at Tottenham Hotspur, in a statement.

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A post shared by Tottenham Hotspur Women (@spurswome...

"We know that our players will benefit hugely from Tumi products on their travels to and from matches," Mr. Kline said. "Just ahead of our first home game of the season, this new partnership adds to the excitement for the upcoming campaign and helps to demonstrate what an exciting time it is to be associated with Tottenham Hotspur Women."

Before this, the brand tapped Tottenham Hotspur men's team captain Heung-Min Son as an ambassador, placing him in the "Essentially Beautiful" campaign in July 2023 ([see story](#)).

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