



# FASHION IN ESPORTS

How to integrate the esports market  
when we sell clothes ?



# SPORTSWEAR



## Partnership x Sponsorship



**Team Vitality**  
*Top #1 France  
esports team*



**G2 Esports**  
*Top #1 Europe  
esports team*



**Official  
Ambassador**  
  
**Tyler «Ninja» Blevin**  
*Ex biggest Twitch  
streamer*

## Partnership x Supplier



**ORDER**  
*Esports team  
from Australia*



**G2 Esports**  
*«2nd most valuable team»  
- Forbes. Top team USA*



**Gen.G Esports**  
*Korean esports  
top team*

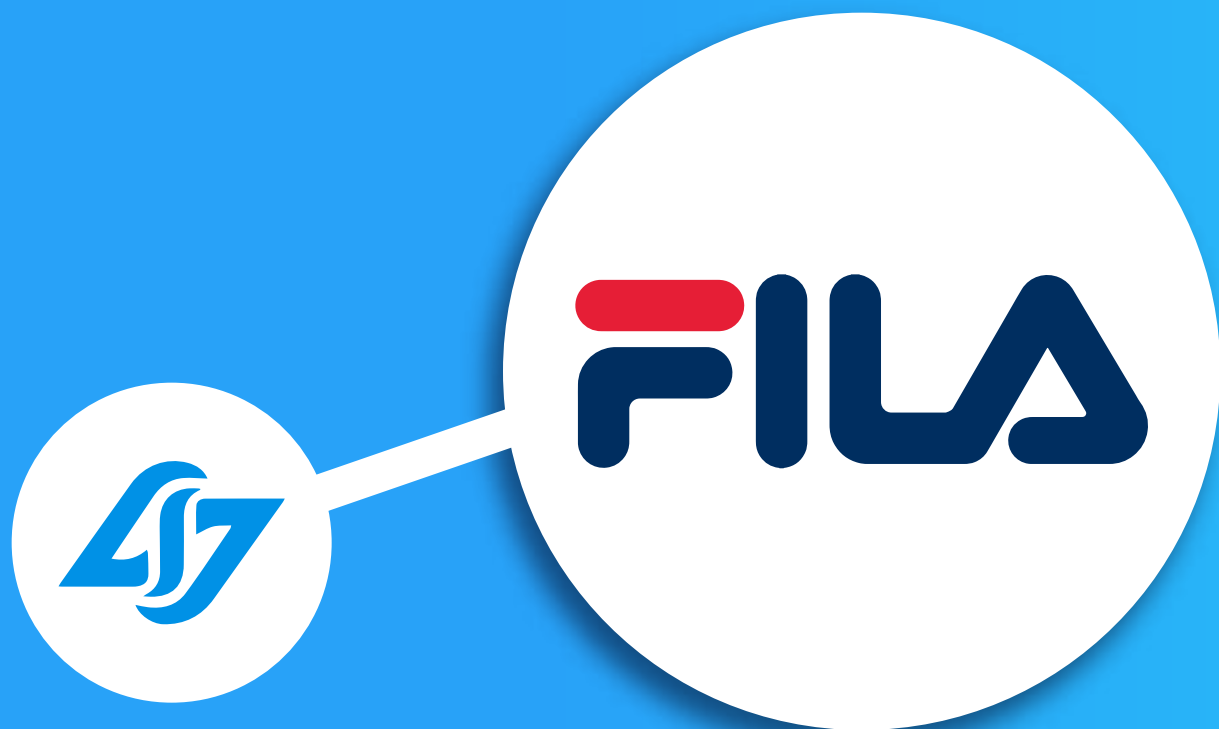
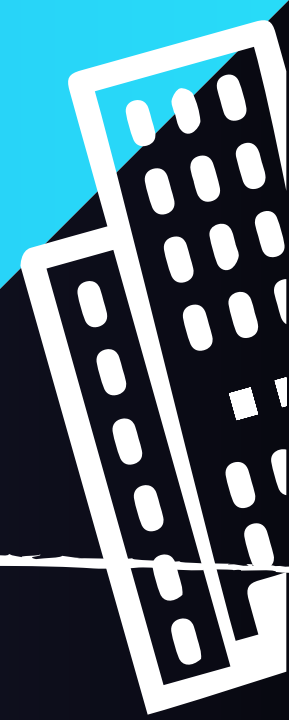


No need to be called  
**Nike** in order to inte-  
grate the esports  
market



**Team SMG**  
*Esports team  
from Singapore*

# STREETWEAR

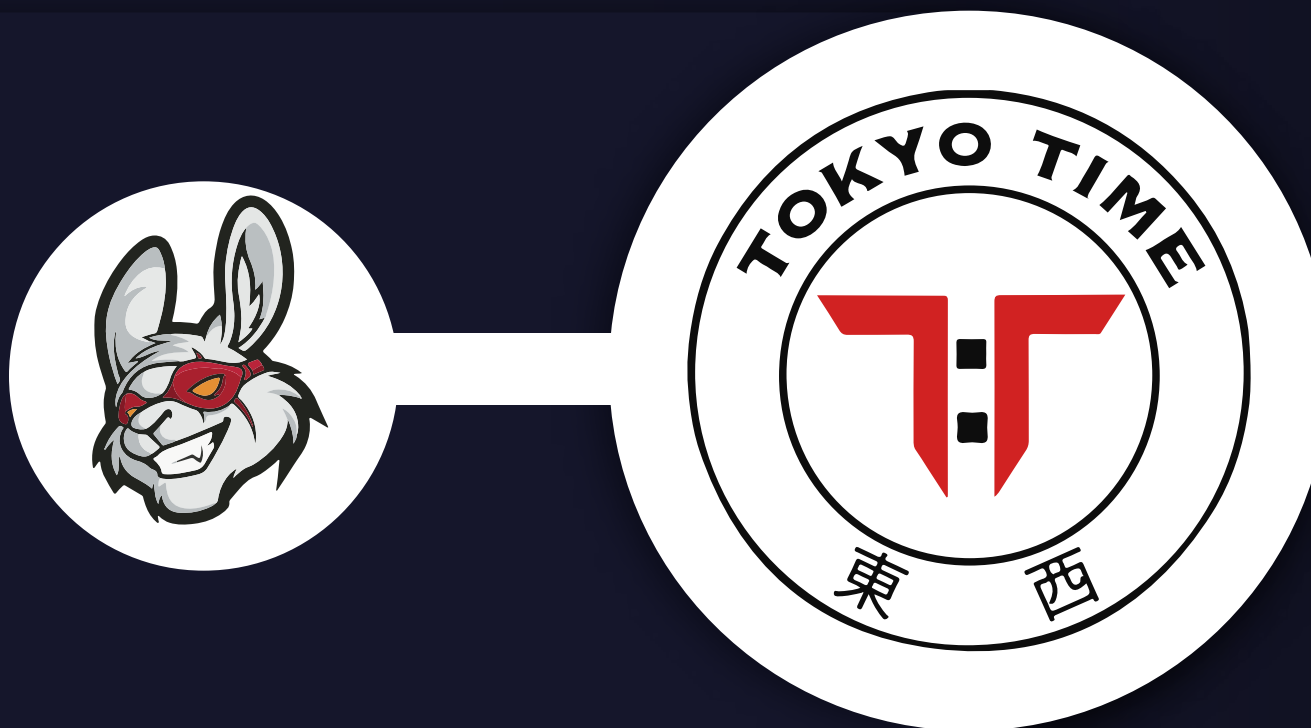


**CLG Fortnite's team  
official supplier**



**2 seasons sponsor of  
the Holland official  
FIFA league**

**One shot cap  
with Misfits Gaming**



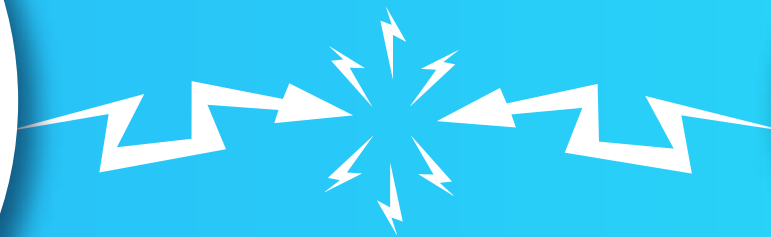


# GAMESWEAR



**fulllife**

Partnership  
Shared values



French  
esports team



**GAMERS APPAREL**

Official merchandising



NAVI Esports  
Top esports team  
from Ukrainia



SK Gaming  
Esports team  
from Germany

The esports market growth gave birth to many  
clothing and apparels brands.  
Some of them are very promising ones!



# LUXURY & ESPORTS



GUCCI



**1300€ Gucci x Fnatic watch**  
**Sold-out very fast.**



**Louis Vuitton sponsor of 2019**  
**League of Legends world cup**



LOUIS VUITTON





We support brands, sports clubs & investors in designing the best esports strategy, including mobile esports.

**CONTACT**

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