



ellesse becomes Official Apparel and Shoes partner of Intesa Sanpaolo NEXT GEN ATP Finals

LONDON NOV 2021: ellesse, the iconic Italian athleisure brand, has been named as official Apparel and Shoe Partner for the Intesa Sanpaolo Next Gen ATP Finals, in a two year partnership beginning with this year's tournament. The move follows a long track record in tennis for the ellesse brand, who first found recognition in the sport with ambassadors such as Chris Evert and Boris Becker, and most recently with former British number one Johanna Konta and World number one Wheelchair Tennis star Alfie Hewett.

The partnership will see ellesse become the exclusive Apparel and Shoe Partner, supplying clothing for Ball Kids and other event officials and staff, together with brand and campaign exposure on Centre Court LEDs, giant screens and interview backdrops, as well as digital media promotion around the event.

Scheduled from 9-13 November at the Allianz Cloud in Milan, the 2021 event marks the fourth edition of the tournament, following cancellation in 2020 due to COVID-19. The award-winning event features cutting-edge technological innovations and a unique short-format presentation of the game, with past champions including Italy's Jannik Sinner, current World No. 4 Stefanos Tsitsipas, and South Korea's Hyeon Chung.

Simon Breckon, ellesse Global Brand Director says 'ellesse is excited to be partnering with the Intesa Sanpaolo NextGen ATP Finals, which is operated by the Italian Tennis Federation together with the ATP in Milan this November. We're committed to making tennis more accessible, relevant and will continue to support emerging talent. This opportunity to partner up and bring ellesse's style and flair to the court via the Ball Kids and Linesmen clothing to be worn in Milan was unmissable. Our Italian and Tennis heritage together with the energy and attitude of the Intesa Sanpaolo NextGen ATP Finals is a perfect fit for us.'

Andrea Gaudenzi, ATP Chairman, said: "Since its inception, this event has helped shine an important spotlight on the brightest young talents in our sport, creating great champions and driving innovation in the process. We are delighted to see it returning this year and would like to thank the FIT, and all event partners, for their commitment to promoting the future of our sport."

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For more information, quotes and product visuals please contact Sig Watkins
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Notes to editors:

***ellesse** was founded by Leonardo Servadio, by using the sound of his first two initials. With a dream of creating the world's most stylish sportswear, **ellesse** pioneered athleisure, and was one of the first brands to display the logo on the outside of clothes. Part of the Pentland Group. For more information see www.pentlandbrands.com*

About the Intesa Sanpaolo Next Gen ATP Finals:

The Intesa Sanpaolo Next Gen ATP Finals is the season-ending tournament for the world's best 21-and-Under players, held in partnership with the Italian Tennis Federation (FIT) and the Sport e Salute SpA. The tournament features the best seven qualified players of the season, as determined by the FedEx ATP Rankings, plus one wild card, battling over five days of competition. As well as providing a platform to promote the stars of tomorrow, the tournament also provides an opportunity to trial new rules and innovation in the sport. First held in 2017, the event is set to take place in Milan through 2022.