LEICESTER TIGERS SELECTS SAMURAI FOR MATCH DAY, TRAINING & LEISURE KIT

Monday 24 February, 2020

Leicester - 7th February 2020. Premiership Rugby Club Leicester Tigers has selected Samurai Sportswear for all its match day, training & leisurewear kit in a three-year deal. Samurai will take over from current supplier Kukri from 1st July 2020. This will see all Leicester Tigers players, coaches and other club staff wearing kit designed and manufactured exclusively for the club by Samurai.

The deal includes an exclusive range of matchday replica, training & leisure wear for Leicester Tigers supporters. Samurai are already the kit suppliers for Leicester Tigers' Wheelchair Rugby Team.

Speaking at the announcement of the deal, Leicester Tigers Head Coach Geordan Murphy said:

"Working with Samurai is an incredible opportunity for Leicester Tigers to create a true club-wide mentality amongst players, staff, supporters and our wider community.

They are a proven and popular brand, used by professional and local community teams, both in the region and world-wide. We're excited about the quality of their products and the level of visual customisation that Terry and his team are able to offer".

To mark the start of the partnership, Geordan joined Samurai founder and Chief Executive Officer, Terry Sands, at Welford Road along with current players Dan Cole, Greg Bateman, Joe Heyes, and Noel Reid.

Leicester Tigers supporters will be able to get their hands on a variety of Samurai products at a special pre-launch event held during the club's derby day home fixture against Northampton Saints on the weekend of 15th May 2020.

Samurai will be bringing their mobile stand to Welford Road to showcase products from their matchday, training and leisurewear range, giving fans the chance to feel, try on for size, and learn more about Samurai Sportswear.

Terry Sands, CEO of Samurai Sportswear, said:

"Samurai are honoured to have been chosen by Leicester Tigers for this partnership, and we feel privileged to be involved with a club with Leicester's playing heritage and history. We look forward to serving both the club professionals and supporters with our match day, training and leisure kit."

About Leicester Tigers

Leicester Tigers is an English professional rugby union club based in Leicester, England. They play in Premiership Rugby, England's top division of rugby. The club was founded in 1880 and has played its home matches at Welford Road Stadium (capacity 25,800) in the south of the city. The club has been known by the nickname Tigers since at least 1885. Leicester have won two European Championships, a record ten English Championship and eight Anglo-Welsh Championships. 150 players from 14 different nations have been selected to play for their national side whilst playing for Leicester. Their Head Coach is Geordan Murphy, the clubs most decorated player.

About Samurai Sportwear

Samurai Sportswear is a fast-rising brand in the sports and teamwear industry. They have customers in 24 countries around the world, in a diverse range of sports beyond rugby. They have built a strong reputation for supplying very high quality, high specification bespoke sports clothing and equipment. Owning their own production facility enables them to deliver world-class levels of service and quality excellence whilst staying true to their core values as a family business. Among Samurai's current customers are Premiership Rugby clubs Exeter Chiefs and Sale Sharks, the Army Rugby Union, Cornish Pirates, Kent Cricket, Gloucestershire and Derbyshire County Cricket clubs. Samurai Sportswear has thousands of customers in schools, universities & colleges, corporations and amateur sports clubs in hockey, netball, soccer and athletics.

Media:



Related Sectors:

Business & Finance :: Entertainment & Arts :: Leisure & Hobbies :: Media & Marketing :: Men's Interest :: Sport ::

Related Keywords:

Teamwear :: Custom Teamwear :: Custom Sportswear :: Rugby Kit :: Rugby Kit Supplier :: Samurai Sports :: Leicester Tigers :: Rugby :: Rugby News :: Sport News ::

Scan Me:

--END--

Media Contacts

Emma-Jane Stogdon

Samurai Sportswear

t: +44-07731-579183

e: emmajs@samurai-sports.com

Phil Warrington

Leicester Tigers

t: +44-07834 622901

e: phil.warrington@tigers.co.uk

Company Contact:

Samurai Sportswear

E. emmajs@samurai-sportswear.com
W. https://www.samurai-sports.com/teamwear/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.samuraisports.pressat.co.uk