



Juventus launch streetwear clothing range

Juventus have launched an in-house streetwear range at **WhiteStreetMarket**, a Milan-located street fashion event.

The Icon Collection, which has been produced by the Serie A club, is based on '90s culture.

The assortment of products includes sweatshirts, sweaters and jackets, with many of the designs in the black and white colours inextricably linked to the Italian champions.

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As it stands, the new range is on sale both at the club's Allianz Stadium, as well as their official website.

The release of the collection continues the promotion of Juventus' 2017 relaunched brand strategy which saw Interbrand design the club a new logo and identity. The club stated at the time of the rebrand that it was designed to take the club's influence beyond just the world of soccer.

The decision to launch the new products comes amid reports that Juventus officials are looking to add a first-ever sleeve partner to their portfolio of sponsors.

The news follows the club's \$58 million (£45m) per year kit supplier extension with Adidas. As part of that arrangement, the two parties will continue to work together until 2