



BRAND PRESENTATION

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LONSDALE

P R I D E

ABOUT

Lonsdale is the ultimate British brand steeped in unrivalled history. With British designers who are influenced by British style, our heritage is always at the forefront of everything we do. We are always determined to exceed our previous success.

Lion's pride is our heart and primary value – strength, determination, courage and power. With fight sports at our core, we want to drive fighting spirit into everyone. Lonsdale is a brand designed to fit into every aspect of our customers' lives, allowing them to always have the tools to achieve their ultimate goals.



BRAND HISTORY



Lonsdale London first established itself as the quintessential boxing and sports brand in the early 1960's, however its roots and history go back even further. In 1891, the fifth Earl of Lonsdale Hugh Lowther, President of the National Sporting Club was the first to introduce boxing gloves after the deaths of three boxers in bare knuckle fight.

Lord Lonsdale was known as the Yellow Earl, as this was his personal colour. He had a distinctive yellow Rolls Royce which had a customised raised roof in the back carriage to accommodate his top hat and 194 centimetre frame! Lord Lonsdale was also the first President of the Automobile Association of U.K and later the chairman of the Arsenal Football Club. The yellow colour of Arsenal's usual away strip is a tribute to him. Known by some as 'England's Greatest Sporting Gentleman', he was also the inspiration for the Lonsdale cigar size. In 1909 to promote boxing, Lord Lonsdale started donating the 'Lonsdale Belt' to each professional boxer who won his British National Championship and successfully defended it twice, thus starting the tradition that a boxer was not regarded as a true champion until he earned a Lonsdale Belt. In 1929 Lord Lonsdale became the first President of the British Boxing Board of Control. He passed away in 1944 at the age of 87.

Years later in 1959, an ex-professional boxer Bernard Hart, was granted the permission by James Lowther (the 7th Earl) to use the Lonsdale name for a range of boxing clothing and equipment.

Business commenced at 21 Beak Street in Soho in 1960. The brand became an overnight success due equally to its heritage and quality product, with boxing champions such as Muhammad Ali, 'Sugar' Ray Robinson and Brian London becoming devotees.

By the mid 60's Carnaby Street in Soho had become world famous as a hot spot of 'swinging' London'. It was a key place for Britain's youth revolution and had a long-term influence on London's shops, fashions and tourist industry.

By the end of the 1960s, Carnaby Street was London's second-most-visited tourist attraction after Buckingham Palace and the Lonsdale store was just around the corner. With high profile visitors such as Gregory Peck, Paul McCartney and Anthony Quinn, the store quickly became a mecca for celebrities as well as the boxing fraternity and the general public.

In 1979 a young man by the name of Paul Weller, lead singer of ultra cool band The Jam, visited the Lonsdale store, unbeknown to the sales staff that were mainly retired boxers and had no idea who this uber star was! Paul purchased a large number of Lonsdale tees and then hit the tour circuit in Japan. The reaction to seeing the bold Lonsdale on Paul's chest was immediate in both Japan and across England. Sales boomed, introducing the Lonsdale name to many new customers.

Lonsdale's boxing tradition has never faded. Evander Holyfield, Marvin Haggler, Lennox Lewis, Mike Tyson and Ricky Hatton are amongst the world champions who have trained and fought in Lonsdale. Australian boxer Vic Darchinyan is the current WBA, WBX and IBF Undisputed Super Flyweight World Champion and has been a proud Lonsdale supporter. On November 1, 2008 Vic Darchinyan became the first man in history to unify the super flyweight title in that weight class with his crushing win over Cristian Mijares at the Home Depot Centre in California.

In the early 90's the brand made its debut into the European market, and by 1998 had arrived in Australia. Although Lonsdale's boxing heritage has never faded, it has transcended to become the internationally renowned fashion label it is today, combining classic lines and fluid shapes with a fresh and modern edge.

The comfort and durability of the clothes make them essential pieces for every wardrobe, both for sport and street wear.

In 2010 Lonsdale London celebrates its 50th anniversary from its humble beginnings on Beak Street to an internationally renowned fashion and lifestyle brand which is always easily recognizable within a crowd. To commemorate this milestone in Australia.

BRAND VALUES



BOXING

Boxing is the backbone of the Lonsdale brand. It is where it grew from and it is what it is best at. Lonsdale has developed into an iconic British fight brand, giving strength to every fighter. Worn by some of the most famous fighters, competing in the most memorable fights, Lonsdale is a leader in its field.

BRITISH

From Lord Lonsdale's first organised boxing match with gloves, to the first store opening in Beak Street, London and right to the present day, Lonsdale is a brand immersed in rich British history. Featuring British design and inspiration, the London brand enjoys a cult following and a shared passion for all things British.

ICONIC

Lonsdale is a globally recognised brand, renowned for its strength, courage and power. The Lion logo is instantly recognisable and epitomizes the spirit of Lonsdale.

STRENGTH

Lonsdale believes in inner strength, not only in body but also in mind. From the strength of its ambassadors through to strong designs and bold colours, Lonsdale is a tough brand.

PRIDE

The Lonsdale brand is built on pride. It's about being proud of who you are, where you come from and what you achieve in and out of the ring.

HERO

Lonsdale believes that everyone can achieve great things. It's about being inspired by the heroes of the past, to become a hero of the future.

BRAND PRESENCE

Lonsdale generates global annual retail sales of more than
\$163 Million



THE LONSDALE LOGO

The Lonsdale logo is the single most important expression of the Lonsdale Brand. This version is exclusive to all communications and no old logos should be used in its place. The Lonsdale logo features the full brand name and the trademark symbol.



LOGO VARIANTS



THE LONSDALE COLLECTIONS

Sport / Fitness Collection :

Lonsdale’s main collection with broad range of sports and fitness apparel, that can be worn inside and outside the gym.



THE LONSDALE COLLECTIONS

Lifestyle Collection :

Premium fashion collections, high quality apparel, focused on trends in the market, collabs.



THE LONSDALE COLLECTIONS

CLASSIC Collection :
Lonsdale Classic collection.



TARGET CONSUMER LIFESTYLE

- Fashion conscious with disposable income
- 18 to 35: 50% Male 50% Female
- They shop online or as part of a social activity with friends
- They are a fashion follower rather than an innovator and choose classic styles that will not go out of fashion quickly
- They stick to the same brands as they know what they like and what suits them
- They tend to shop 2-3 times a month
- Similar Brands: Jack Wills, Hollister, Abercrombie & Fitch, Nike and Adidas



TARGET CONSUMER FIGHT SPORTS

- Amateur through to professional – used for training and fights
- 18 to 30: 80% Male 20% Female
- Very focused and disciplined, concentrating on training and techniques
- They are competitive, hardworking and seek quality product that will stand up to the rigors of hard training and fights
- Use boxing to complement their training regime
- They train at their local gym / fight club and will also wear the product in the ring
- They constantly strive to be the best and push themselves to the extreme
- Similar Brands: Everlast, Title, Adidas, Under Armour and Grant





SPONSORING AND COLLAB

PR FC St. Pauli Boxing



Since 2011 we support the boxers of the famous FC St. Pauli in Hamburg.

It is the largest boxing club in northern Germany. They share the same values for which the whole club is well known in whole Germany.

With this engagement we associate boxing as a brand origin with social commitment.



SPONSORING AND COLLAB

PR Roter Stern Leipzig Football



Since 2014 we cooperate with Roter Stern Leipzig. The club is not very significant for its achievements in football, but well known for its anti-racist work. We made it possible to buy a minibus for the teams, which is also often used for anti-racist rallies with its loud-speakers. This sponsorship has triggered an enormous media response. Later, we also carried out successful merchandising projects with this club.



SPONSORING AND COLLAB

PR SV Babelsberg 03 Football



In 2014, we started supporting SV Babelsberg 03, playing in the semi-professional 4th League. The club and its fans are friends with FC St. Pauli - both stand for a progressive football without discrimination and racism. In the last year we have expanded our commitment and have become with Lonsdale shirt sponsor.



SPONSORING AND COLLAB

PR FC St. Pauli Football / Fanshop



The sponsorship of the SV Babelsberg 03 and the connections to the boxers of the FC St. Pauli led to contacts with the famous professional football department of FC St. Pauli. In 2015, FC St. Pauli wanted Lonsdale as the main sponsor. Unfortunately, these far-reaching ideas were not feasible at that time.

SPONSORING AND COLLAB

PR Fc St. Pauli Football / Fanshop

But we advertised in the stadium and have made successful cooperation projects with the fan scene up to this day. Lonsdale training jackets with the official fan organization of FC St. Pauli were sold out within 4 hours.

All contacts and cooperations with FC St. Pauli and its fans are very useful for the Lonsdale brand. High exposure in all media combines with a positive image.



SPONSORING AND COLLAB

PR Music Feine Sahne Fischilet



Feine Sahne Fischilet is a punk band from Germany, with which we cooperate since 2015. They are known for their antiracist and antifascist attitude.

In 2018 the band reached their big breakthrough and is now well known throughout whole Germany.

Our special Lonsdale band jackets are a very successful product in the band merchandise.



SPONSORING AND COLLAB

PR Music Los Fastidios



Los Fastidios is an authentic, antiracist Italian skapunk band with good connections to the progressive football scene. They give a lot of concerts all over Europe. We also support this band with a successful cooperation in merchandising.



SPONSORING AND COLLAB

PR Music The Busters



The Busters is a German ska band from Wiesloch in Baden-Württemberg, which was founded in 1987 only as a leisure project, but is now one of the most well-known German ska reggae bands and has also achieved an international reputation.



SPONSORING AND COLLAB

PR Music Vainstream Rockfest



We will support the Vainstream Rock Festival in Münster in North Rhine-Westphalia in 2019 for the third year in a row.

Over 20,000 people visit the festival.

There will be Lonsdale event actions on site. Also, a cooperation in merchandising is under consideration.



SPONSORING AND COLLAB

PR Music Freedom Sounds Festival



Lonsdale's associations to Ska, Reggae and Soul are underlined by the support of the exclusive Freedom Sounds Festival.

In a personal club atmosphere a lovingly curated program gave an insight into these music styles.

Again, the anti-racist position was an issue. The raffle of a festival jacket on Facebook was well received.



SPONSORING AND COLLAB

PR Kein Bock Auf Nazis / Anti Racism



„Kein Bock auf Nazis“ („Not keen on Nazis“) is an NGO that has been campaigning against right-wing extremism for many years especially at concerts and festivals.

Lonsdale is supporting this organization with a minibus so that the volunteers can be present at the concerts and festivals.

The pictures show the handing over of the bus at a press event on the occasion of a concert by Feine Sahne Fischfilet.



PRINT AND DIGITAL

PR Printed Press



SPONSORING AND COLLAB

PR activities from the past



Picture 1: Florence Stadium, Serie A



Picture 2: World Champion GBU
Magdalena Dahlen



Picture 3: Kreuzberger Box Gala Berlin

Picture 4: Biggest Loser TV Show



Picture 5: Bread & Butter, Chessboxing
show at big Lonsdale booth with boxing
ring.



