

THE CHAMPIONSHIPS, WIMBLEDON

MERCHANDISING 2009

General Information

- The All England Club started a licensing programme in 1979 which now incorporates some 30 licensed companies worldwide in 8 international markets.
- The Club's policy continues to be to seek well-known and respected international companies as merchandising partners. Each company is carefully selected to market and distribute products under license that reflect the prestigious international reputation of The Championships. Successful business relationships have been developed with Christy (towels), Links of London (jewellery), Prince (rackets and bags), Rodenstock (sunglasses) and Fila (footwear).
- All UK licensees are represented in The Wimbledon Shop on-site at The Championships where there are three major stores and another nine smaller kiosks situated around the grounds. The Shop employs approximately 270 staff during The Championships and is open from 9.30am until at least half an hour after close of play.
- The Wimbledon apparel range continues to represent the major percentage of retail sales on site offering a wide variety of products split into Classics, Performance, Lifestyle, Authentics and Kidswear ranges
- The top five best selling items in the Wimbledon Shop during The Championships 2008 were: 20,000 mini tennis ball key-rings; 11,500 Men's Championships Towels; 9,362 Ladies' Championship towels; 7,512 twin wrist bands; 6,577 Slazenger 5" balls.
- Polo Ralph Lauren supply the ball boys and girls, the ground staff and the umpires with their uniforms. They also produce a range of Wimbledon licensed clothing which is sold in the brand new Centre Court Shop.
- Profits from sales of Wimbledon branded merchandise go to support British tennis.

The 2009 Wimbledon Collection

The Wimbledon Collection comprises four different and distinctive ranges.

- Classic Wimbledon: Products are vintage and classical in the purple and green colours of Wimbledon and focus on the famous Crossed Rackets logo. Examples of Classic Wimbledon are the 2009 Men's Championship Towel, the Crossed Rackets t-shirt, the spectator umbrella, Wimbledon green fashion bags and the 'friendship bracelet' by Links of London.
- Performance: Products in this range use technical fabrics and include accessories for the tennis player of all abilities. Clothing for children mirrors the adult performance range. Prince have introduced a new range of bright green *Centre Court* bags along with their existing performance bag range in contemporary black and orange.
- Lifestyle: The Lifestyle range comprises casual outfits in a variety of colours; a stunning new range of gold bags by Prince; a new jewellery collection from Links of London, and a variety of fashion bags in green and pink.
- Authentics: The Authentics range was introduced for the first time in 2007 and caters for the younger adult. It features vest tops, hipster shorts, board shorts, hoodies and t-shirts as well as accessories including bags and keyrings.

The Wimbledon Collection is International

- Wimbledon is a truly international brand found in department stores and airports around the UK,
- A total of 35 Wimbledon shop in shops can be found in 14 locations in China including Beijing and Shanghai.
- Polo Ralph Lauren will be opening this summer 100 Wimbledon shops at key USA retailers. Polo Ralph Lauren stores and key Polo department store accounts in Europe and Japan will feature Wimbledon window displays this summer and stock the Wimbledon Collection by Polo.

Merchandising on Site at the 2009 Championships: Wimbledon Shops

- The Wimbledon Shop is located at the entrance to the Wimbledon Lawn Tennis Museum and is open seven days a week on a year-round basis.
- In addition to The Wimbledon Shop above the Museum, there are two other major stores open during The Championships, one of which is a brand new self-service 4,500 square foot shop in the new Centre Court building nearly half of which will feature the Polo Ralph Lauren Wimbledon Collection.
- The largest shop on site is under No.1 Court and there are also nine smaller shops located around the grounds, including for 2009, a new merchandising kiosk in new Court 2.
- Wimbledon merchandise is also available year round on www.wimbledon.org/shop.

Grand Slam Tennis wii game

- The Club has signed an electronic games licence with EA Sports enabling fans to challenge on Centre Court, as well as at the other Grand Slams, many of the world's top players past and present. Rafael Nadal, Roger Federer, Andy Murray, Bjorn Borg, Venus and Serena Williams and Martina Navratilova all star. UK launch in June.

Centre Court book

- To mark the opening of the new Centre Court roof, the Club has commissioned a book -*Centre Court – The Jewel in Wimbledon's Crown*. 240 pages, lavishly illustrated, offering a fascinating and unrivalled look at the on-court and off-court action and drama over 87 years. Edited by John Barrett and Ian Hewitt. Published on 18 May 2009.

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