



**AUSTRALIAN x IBI 2021
ROMA, FORO ITALICO
MAY 3th-16th**

The Italian signature tennis wear brand by L'Alpina Maglierie Sportive S.p.A. is for the ninth time in a row back to Internazionali BNL D'Italia, the national tennis event par excellence and one of the most important of the world ATP Tour.

The “kangaroo” – a brand logo inspired by the nickname of the Australian greatest champions used to be known by – sets once again the Foro Italico as the perfect place to celebrate tennis as the core part of its dna, blending sports values with style and Italian manufacturing excellence.

Partnering since over sixty years with A-listers ranging from international tennis players and tournaments, Australian reinterprets the aesthetic that has elected the brand among the absolute icons of the racket with extensions that explore the words of *leisure, sportswear and streetwear*, and consolidates its heritage by investing in sport, confirming the essential relationship that bind into it both in corporate values and in stylistic inspirations.

Australian as the Official Technical Sponsor, dress the ball boys, line judges, maintenance of the field, tournament management of the Internazionali BNL d'Italia 2021 and in collaboration with Sportup, provides footwear for all the staff.

<https://www.australian.it>

#australian_brand

#ibi21

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L'ALPINA[®]
Maglierie Sportive

L'Alpina Maglierie Sportive S.p.A.

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