

DUNLOP



LIFESTYLE

Paying homage to its history - Dunlop recreates a range of Lifestyle inspired pieces. Highlight pieces includes ringer tees, pique polos and matte sheen tracksuit sets.

- Traditional Fabrication like Cotton Pique and Matte Double Knit
- Branded Woven Badge to finish the Lifestyle Look.
- Flocked logos to keep it's Lifestyle edge.
- Jaquard Stripe Taping to finish the Look.

LOVE THE GAME



LIFESTYLE



French Navy | Slight White | Deep Red

Slight White | Black | Grey Marle

DWDMT136 | Dunlop Retro Polo
100% Cotton Pique 200g
Embroidery



French Navy | Slight White

Slight White | Black

DWDMT134 | Dunlop Retro Stripe Tee
100% Cotton Jersey 160g with Printed Stripes
Woven Badge



DWDMT141 | Dunlop Ringer Tee
100% Cotton Jersey 160g
Flocked Logo



Deep Red | Slight White

DWDMT135 | Dunlop Ringer Tee
100% Cotton Jersey 160g
Embroidered Logo



French Navy | Slight White | Deep Red

DWDMT137 | Dunlop Retro Track Jacket
87% Poly 13% Cotton Double Knit Matte Sheen 260g
Woven Badge



French Navy | Slight White | Deep Red

Black | Grey | Slight White

DWDMZ021 | Dunlop Retro Short
87% Poly 13% Cotton Double Knit Matte Sheen 260g
Stripe Rib + Embroidery



French Navy

DWDMZ020 | Dunlop Retro Track Pant
87% Poly 13% Cotton Double Knit Matte Sheen 260g
Jacquard Stripe Elastic + Embroidery



LIFESTYLE



Grey Marle

DWDLT011 | Dunlop Retro Stripe Tee
85% Viscose 15% Polyester 145g
Jacquard Stripe Rib + Applique Badge



Slight White

DWDLT008 | Dunlop Retro Zip Tee
100% Cotton Pique, 230g
Embroidered Logo + Jacquard Stripe Rib



Slight White | Tomato

DWDLT009 | Dunlop Retro Logo Tee
100% Cotton Jersey 160g
Flocked Logo

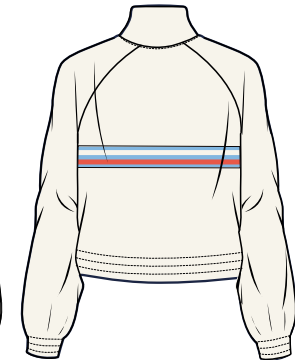


French Navy | Slight White



Slight White

DWDLT010 | Dunlop Retro Jacket
87% Poly 13% cotton Double Knit Matte Sheen 260g
Jacquard Stripe Elastic + Applique Badge



French Navy

DWDLZ004 | Dunlop Retro Skirt
100% Polyester Knit
Jacquard Stripe Elastic + Applique Badge



French Navy

Slight White

DWDLZ002 | Dunlop Retro Short
87% Poly 13% Cotton Double Knit Matte Sheen 260g
Jacquard Stripe Elastic + Applique Badge



French Navy

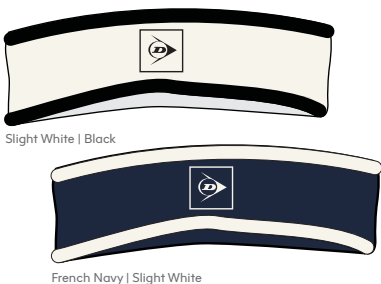
**DWDLZ003
Dunlop Retro Track Pant**
87% Poly 13% cotton Double Knit Matte Sheen 260g
Jacquard Stripe Elastic + Applique Badge



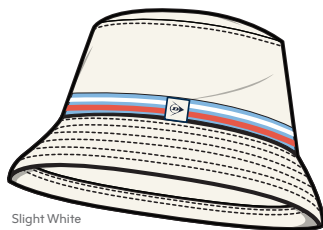
LIFESTYLE



DWDMA011 | Dunlop Retro Sweatbands
Terry Towel
Embroidery



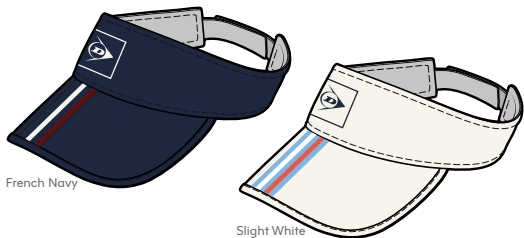
DWDMA012 | Dunlop Retro Headbands
Terry Towel
Embroidery



DWDMA013 | Dunlop Bucket Hat
100% Cotton Twill
Woven Stripe Tape + Applique Badge



French Navy



DWDMA014 | Dunlop Retro Visor
100% Cotton Twill
Woven Stripe Tape + Embroidery



DWDMA015 | Dunlop Retro Crew
80% Cotton 17% Polyester 3% Elastane



DWDMA016 | Dunlop Retro Bag



| Dunlop Supershot



DUNLOP APPAREL MARKETING

Seasonal or Range Photoshoots

- Content creations
- Stills and motion
- Content can be made available for global use

Retail Marketing:

- Window displays and decals
- Security pedestals
- Hanging banners
- Gondola headers
- POS cards

Social Media:

- Targeted campaigns
- Influencer programs
- Like-minded brand collaborations

PR

- Australia and New Zealand
- Events
- Brand, product and player specific messaging
- Content can be made available for global use





DUNLOP APPAREL **SUMMARY**

1.
Designworks to provide a 'head to toe' product offering.
2.
Designing products to Lifestyle, Sport and Elite to meet the Australia / New Zealand retail market.
3.
Apply for apparel tenders via Tennis Australia.
4.
Supplying Dunlop apparel to tennis clubs around Australia / New Zealand.
5.
To develop a deeper proposal for the Asia-Pacific market. Develop and present an apparel range at the Asia-Pacific Dunlop conference.
6.
Designworks to activate a Dunlop Apparel marketing strategy.
7.
Player sponsorship for apparel and footwear.

