



Australian[®]



BRAND PROFILE 2022

MISSION & VISION

MISSION: Australian is a pioneer of a life style with a strong tennis connotation.

Since 1956 it has stood out for its great appeal and strong recognition thanks to collections that combine technical characteristics, functionality and comfort, which take tennis beyond sport and sport beyond fashion.

VISION: Creating practical and durable garments to promote an active lifestyle.

STAY ACTIVE, BE YOU.



THE KANGAROO

In the 50's the Australian players as well as dominate the tennis world scene, were taken as examples to those who approached this discipline for the technique, elegance and class with which they moved on and off the court.

Rod Leaver, Ken Roswell and their fellowmen were living archetypes of that elegance and fantasy.

The Kangaroo becomes the perfect symbol of the new tennis clothing line and Australian the Brand of reference..

HISTORY IN THE MAKING

TIMELINE

1946



L'Alpina Maglierie Sportive S.p.A. was founded by Leardo Gabrielli in Milan to produce and distribute a new line of knitwear for ski.

1956



L'Alpina created the brand Australian and increased its engagement in the sport world by concentrating on Tennis.

2017



Australian devises HARD COURT, a new line aimed by the new sport-underground phenomenon.

PROUDLY MADE IN ITALY

Australian has always been able to combine Italian sartorial manufacturing with sportswear.

Style, reliability and attention to detail constitute an irreplaceable asset for the company.

These results are made possible by continuous research on stylistic trends and raw material technology, by direct control over the individual production processes and by the “Made in Italy” creation of the collections.

Over time, the brand has remained faithful to Made in Italy, focusing its production in the Milanese hinterland.



TENNIS PLAYERS

From the 80' on Australian has sponsored some of the most important tennis players, such as : Ivan Lendl, Eddie Dibbs, Tomas Smid, Goran Ivanisevic, Petr Korda and Jiri Novak.

Today Australian is worn by many top tennis players, such as Salvatore Caruso, Andrej Martin, Poalo Lorenzi and many others national and international promises.

Moreover Australian support more than 250 tennis trainers of the best clubs and national training center.

INTERNAZIONALI BNL D'ITALIA

From 2013 to 2021 Australian has been the Technical Sponsor and Official Merchandiser of the Internazionali BNL d'Italia in Rome.

The strategic goal of Australian comes from its unique feature for the sportswear market, which is to offer products completely Made in Italy.

A choice that has brought the brand to support one of the most appreciated Italian sports events and well-known abroad.

On this occasion Australian dresses Line Judges, Ball Boys, Maintainers Personnel and the Executive Staff.





THE GABBER SCENE

Gabber (friend) is a youth subculture born in Holland in the early 90's linked to hardcore techno music and then developed in Germany, England, Russia and Italy.

Fashion-wise, gabber ravers wore Australian tennis tracksuits as the most prized and eclectic brand of the time.

AUSTRALIAN HC

The cultures of the 90's underground scene recognize in the vitamin colors and in the all over prints the symbol of that brand season a collective identity through which to affirm a specific belonging.

From this legacy Australian HC is born, the most experimental line of the brand, which develops capsule collections focused on the re-edition of historical graphics and declines them in the most current streetwear fit.

AUSTRALIAN X GCDS

A capsule collection presented in the fashion show of Milano FW e NYC FW.

Iconic pieces, which meet the seasonal diktats of streetwear and mix them with the heritage mood: maxi logo suits and color block knitwear re-edit the historical image of Australian - including the kangaroo, symbol inspired by the nickname of the Australian champions of the past - and they decline it in the GCDS language, which in just four seasons has conquered the hearts (and socials) of celebrities and international influencers.





OCTOPUS VS AUSTRALIAN

“Disorder on the Court!” is the capsule collection born of the collab between Octopus Brand and Australian, two Italian and Made in Italy brands.

Tenniswear and Streetwear have come together in an explosion of prints and colors to make some noise and go beyond the rules of the game.

PROPAGANDA X AUSTRALIAN

An exclusive drop based on track jacket and a track pant that combines the sporty style of the Australian tracksuits and the underground spirit of Propaganda.

The capsule is called "SMUGGLING" referring to all those things that are difficult to obtain because they are extremely rare.

Exceptional testimonial is Noyz Narcos, one of the most famous and award-winning rappers on the Italian scene who in this shooting is accompanied by DJ TY1



THANK YOU

