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Performance Brands

Performance Brands are pleased to announce that they have signed a contract with Carbrini to license their brand in Europe. They aim to further develop the brand within the UK and globally, focusing on relevant sportive and youth orientated brand extension opportunities.

Carbrini is a unique brand concept, inspired by the fashion flair, success, and profile of European football culture as it swept across the world. Remaining true to its roots Carbrini is anchored within one of the world's highest profile sports and has continued to develop and succeed as one of JD Sports Fashion PLCs' top performing brands. The brand already offers "On Pitch" and "Off Pitch" collections.

Carbrini is highly visible across the UK's professional football premier and non-premier football leagues. Entrenched in sponsorship activities with selected clubs, as well as the chosen Official Benchwear Supplier of 68 UK Conference Clubs, its dedication to the sport is unsurpassed. Supplemented with worldwide TV and press media exposure the brand regularly features on perimeter branding at International levels. The devotion expressed to the sport is enhanced in the design and selection of performance fabrics as Carbrini incorporates intelligent technology to provide "twist" cut football shirts that respond to athletic movement and performance.

As sports led leisurewear hit the streets, Carbrini responded with an "Off Pitch" collection from trainers and tracksuits, to lifestyle and denim wear. Bold statement pieces directly influenced by street fashion trends the brand incorporates jersey, tees, knits, jackets, footwear and accessories for male adult, youth and junior, seasonally reflecting urban trends and casual terrace wear.

Carbrini offers a unique brand proposition with guaranteed worldwide exposure. This is an exciting proposition for potential licensing partners to work in conjunction with JD Sports Fashion plc to create a truly International football youth brand.



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