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## **CANALI AT THE 2014 RYDER CUP**

### **A contemporary collaboration of golf and style**

*GLENEAGLES – September 22<sup>nd</sup>, 2014* – Canali is the Preferred Supplier to the 2014 European Ryder Cup Team, making this the fifth edition of the collaboration, which began in 2006. The Ryder Cup, a prestigious international golf tournament – the only one to be played in teams – calls upon the best professionals from the United States and Europe to compete over three exciting days, this year at the Gleneagles in Scotland. Since its inauguration in 1927, the Ryder Cup has become the third most popular sporting event in the world after the Olympics and the World Cup.

As Preferred Supplier, Canali has created the outfits for all of the European Team's appearances during the event for Travel, Practice Days, the Gala Dinner, Opening Ceremony and Closing Ceremony as well as additional pants to be worn during play, all of which will be launched in a 360-degree digital rollout of content starting September 24th that provides an engaging and entertaining context to the collaboration.

The narrative will take form on Canali.com as each Ryder Cup outfit is revealed over five days, presented within the context of a daily overall theme related to the values of the brand and of the sport: Preparation, Teamwork, Heritage, Determination and Achievement. The looks will be showcased through a variety of mediums including truly unique and lively videos of trick-shot artist, Jeremy Dale, dressed in the day's ensemble while performing a different golf-related maneuver. Style stories featuring editorial shots will provide interesting background and advice on how to wear items from the collection alongside continuous social media reportage on Twitter @canali1934 and Instagram @canali1934 to be shown directly within the page.

"We have been revolutionizing our way of communicating over the past several years, reflecting the company's constant pursuit of innovation. For this year's Ryder Cup, we wanted to tell a story from all angles including videos, articles and social media, crafting a conversation that succeeds in both conveying the brand's message and connecting with our customers and audience through engaging digital content," says Group Communication Director, Elisabetta Canali.

The collection was designed together with world-renowned golfer and 2014 European Team captain, Paul McGinley, who provided a brief that was clear and simple – take inspiration from the competition venue, Gleneagles, and Scotland's storied golf heritage.

"Canali did a great job incorporating the tradition and heritage into the looks while thinking of our needs on the field and at events as well. Beyond the technical and stylistic details, I wanted to ensure that the overall presentation of the European Team was in line with our spirit and our character, a lot of thought went into it," says McGinley.

The Ryder Cup collection will be available in select Canali boutiques, which will showcase the looks each day as they are revealed throughout the competition.

#### **CANALI**

Canali has been a paradigm of tailor-made Italian luxury and men's elegance for 80 years.

Since 1934, it has been promoting the values of Made in Italy excellence through its artisanal know-how, creating sartorial masterpieces of exceptional wearability and comfort in a perfect balance of elements that blends culture and history with style and taste. The Canali Tailoring Principle uses innovation to achieve aesthetic perfection, continuously renewing its styles with a meticulous attention to detail and the use of premium fabrics.

For a truly personalized experience, Canali offers the SU MISURA service, which combines the expertise of our Made-to-Measure specialists and the artistry of our master tailors to create distinctive suits, jackets, trousers and shirts from the finest materials, all handcrafted in Italy.

A family-run company now in its third generation, Canali is a modern-day design and manufacturing group with its own production centers all located in Italy and more than 1,600 employees worldwide. In addition to its 240 boutiques, a number that continues to grow, the brand can also be found in over 1,000 retail stores in more than 100 countries across the globe.