

Press release May 20th 2016

# Zlatan launches new sportswear brand A-Z on June 7th.



The launch of Zlatans Ibrahimović's new sportswear brand is scheduled to take place on the 7th of June, 2016, at a large live event in Paris. It has now been revealed that the name of the brand will be A-Z. The launch will be live streamed online.

"A pair of expensive shoes has never made an athlete. Neither has a t-shirt, a pair of tights or a membership at a fancy gym. No equipment ever has. To go the whole distance from A-Z, from amateur to Zlatan, you have to practice. That's my philosophy.

This brand is for all you fighters. Every single one of you who knows that nothing is settled during a game, but rather in the 7 million minutes before it even starts. The hours you need to get stronger. Faster. Greater.

It's not about the gear. It's all about you. And the time it takes to get from A-Z.

**June 7th, 2016** marks the start of my new project. If you want to be the first to know about it sign up at [a-z.com](http://a-z.com)"

Zlatan Ibrahimović

For press inquires please contact Borg & Lundell at: [a-z@borglundell.se](mailto:a-z@borglundell.se).

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**Behind the brand A-Z you find new company Varner Ibrahimovic.**

Varner Ibrahimovic is the joint venture of Swedish football genius Zlatan Ibrahimovic and Petter Varner, head of the Norwegian clothing giant the Varner Group. History is full of chance meetings and unexpected partnerships that have enriched our world. Our goal is to make Varner Ibrahimovic one of them.