

## Zlatan Ibrahimovic has Launched Sportswear Brand A-Z - Watch the Inner Voice Brand Video.



WATCH THE VIDEO: [https://www.youtube.com/watch?v=GGP\\_eLasp74](https://www.youtube.com/watch?v=GGP_eLasp74)

Paris, June 11th, 2016 - Zlatan Ibrahimovic has unveiled the first collection of his new sportswear brand A-Z. Watch the video from the backyards of Zlatan's Paris, portraying the background of the athlete superstar and the birth of a new brand.

Zlatan Ibrahimovic has announced that he is taking on the big brands with his new sportswear brand, A-Z, with the words: "We will take over". In the powerful brand video, 'Inner Voice', viewers can hear Ibrahimovic chanting:

**"You will sweat, cry, scream, bleed. And if anyone criticizes your labor? Rip out their tongues and let their words be your meat."**

The video's aesthetic is as raw as the words uttered by Ibrahimovic, with cracking mirrors and a roaring alarm getting a young athlete out of bed before the crack of dawn. The moral of the video is to never give up and to push yourself from A-Z by finding your inner voice.

On the question of what drives Ibrahimovic in these hard moments portrayed in the video he replies: "What I went through. All the hard work. Feeling different, from where I came. There wasn't a lot of opportunities. But I took my opportunity. I trained harder than everybody else. I needed to be ten times better than the other ones, because of my background and because of where I came from. This is my way of giving back to all the people out there. This is the peoples brand. I am the peoples man. That is the way it is." Asked to describe the brand in one sentence Ibrahimovic sums it up pretty nicely: "Attitude".

The video was created by Forsman & Bodenfors and directed by Philippe Templeman.

LOOKBOOK & PRESSMATERIAL: <https://www.dropbox.com/sh/lt58dtbq97gfyxr/AAAg3fbsaOXVGs5GSDYfKzFaa?dl=0> PASSWORD: innervoice

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# A-Z