**Craft Sportswear new apparel partner of KAA Gent**

**KAA Gent will play in Craft Sportswear apparel as of the season 2018-2019. The football club and the sportswear brand have reached an agreement on a partnership that lasts until at least 2021. Craft Sportswear will be the official apparel supplier for all KAA Gent’s representative teams.**

"We were looking for a new apparel partner who embraces the values of our club and has found it in Craft,” says KAA Gent Commercial and Marketing Director Serge Platel. “Craft has proven that they stand for durability, quality and class in various sports segments. All teams from KAA Gent (first team, U23, Youth and KAA Gent Ladies) will play in Craft apparel next season.”

According to Adri Zwarthoff, CEO of Craft Benelux, Craft was looking for a club in Belgium with ambition and fighting spirit and found it in KAA Gent.

"Last season, we took the first step in positioning our Teamwear concept by intensifying our partnership with PEC Zwolle. Other football clubs such as S.G. Dynamo Dresden and SV Darmstadt followed,” he says. “Craft has strengthened its ambition to become an important teamwear player by working together with an appealing professional football club like KAA Gent. With a rich history, and the club values ‘familial, sporty, excellence and quirky’ KAA Gent fit well with the core values of Craft. Just like Craft, KAA Gent places great value on quality and appearance, two parties that can reinforce each other. We are looking forward to a good cooperation, where the players, staff and fans will proudly wear the new apparel line.”

As KAA Gent is a regular challenger for the top of the Belgian football, this new partnership means that Craft will be a challenger for the big teamwear players.

**About Craft**
Craft Sportswear, with its roots in Sweden, has been developing and manufacturing functional sportswear for over 40 years and supports many top athletes worldwide. In 1977 Craft started to develop baselayers to keep the body dry and at the right temperature under all circumstances. Craft has grown rapidly and broadened the range with collections in baselayer, bike, run, training wear, teamwear and footwear. Craft is passionate about every detail and ensures that every athlete can perform optimally at every level. Craft is part of the New Wave Group, which is represented on the Stockholm Stock Exchange as a listed company. More information about Craft can be found at [www.craftsportswear.com](http://www.craftsportswear.com).