



## MACRON AND WREXHAM AFC RENEW PARTNERSHIP AGREEMENT AND CONTINUE THEIR JOURNEY TOGETHER

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Bologna/Wrexham, 20 June 2025 – **Macron** and **Wrexham AFC** have today announced the **renewal of their long-standing partnership** that sees the Italian leading sportswear brand confirmed as the Official Technical Kit Supplier for the Welsh Club in a **multi-year deal**.

As the **Official Technical Kit Supplier**, Macron will supply the Club with the official team kit, replica kit and official training & travel wear and will have the worldwide retail rights both online and wholesale to retailers, while Wrexham AFC will continue to supply official replica kits and teamwear products, plus all other Wrexham AFC branded products, exclusively in the UK through its official Club Shops and online.

This renewal reinforces a long-standing nine-year partnership that was **first established in 2016**. The collaboration has yielded great success on and off the pitch for both Wrexham and Macron, with the Welsh Club achieving **three consecutive promotions from National League to the Championship**, while Macron has grown to become a **€220 million plus company**.

Accompanying the announcement today was the **release of a video on social media** ([direct link to the video here](#)) that captures the spirit and synergy between the *Macron Hero* brand and Wrexham AFC's unique Welsh history and heritage, now a global brand thanks to the success of the acclaimed docu-series *Welcome to Wrexham*.

The partnership between Macron and Wrexham AFC is founded on a **shared vision of ambition**, which has enabled the club to achieve extraordinary results on the pitch, supported by a technical partner that shares the same passion, innovation and commitment to quality. Macron is consistently dedicated to supporting dynamic community-based sports organisations and has accompanied Wrexham AFC on a journey of growth that extends far beyond technical kit supply, becoming an integral part of the club's evolving story.

Over the past nine years, the partnership has introduced cutting-edge technologies into the team's kits, placing a strong emphasis on design and visual identity, and promoting key values such as **teamwork, determination and respect**, all fundamental pillars for both Macron and Wrexham AFC. **Every shirt produced by Macron for the Red Dragons tells a story** with the DNA of the Club woven into the uniqueness of each kit. This will be the same for the 2025/26 season new kits which are set to be revealed in the coming weeks and worn for the first time on the Wrexham Down Under Tour 2025/26 in Australia and New Zealand.

**Gianluca Pavanello, CEO of Macron, said:** *"What Wrexham AFC have achieved in recent years has been remarkable. We are thrilled to have been a part of it and to continue this sporting journey together. The interest, loyalty and overall engagement has grown steadily, driving us to create collections that truly reflect the passion for this shirt of both the players and the fans. This is our philosophy – one we bring to our work every day and are proud to share with Wrexham, in a partnership that exemplifies how sport, passion and innovation can come together to create something truly special."*





**Michael Williamson, CEO of Wrexham AFC, said:** *"We are very pleased to continue with Macron as our Official Technical Kit Supplier as we enter the second tier of the English Football League for the first time in 43 years. Macron have partnered with us over the past nine years and have shown that they understand us as a Club and brand, supporting both the Club and its community on this remarkable journey that we are on together with our loyal fans. We look forward to benefiting not only from their excellent design, manufacturing quality and sportswear technology, but also from their distribution reach now that Wrexham AFC replica kits, trainingwear and apparel will be globally available to fans through major retail outlets in USA, Europe and Australia/New Zealand as well as online."*

The renewal of the agreement between Macron and Wrexham AFC not only recognises the achievements to date but also signals a shared commitment to facing new challenges together, aiming to further consolidate the Club's position in the higher tiers of English football and to deepen the connection with its fans and the local community. Macron's presence in Wrexham also counts on a dedicated Macron Sports Hub – a dedicated retail space for teams, athletes and sports enthusiasts – located at Unit E1, Bersham Park, Rhostyllen, Wrexham LL14 4EG.

#### **About Wrexham AFC**

Wrexham Association Football Club is based in Wrexham, North Wales, and after an historic, record-breaking three consecutive promotions will next season compete in the EFL Championship, the second tier of the English football league pyramid. Formed in 1864, they are the oldest club in Wales and the third oldest professional team in the world. Wrexham has won the Welsh Cup a record 23 times and beaten some of the biggest clubs in the game in the English FA Cup and UEFA European Cup Winners Cup. The STōK Cae Ras, home to Wrexham AFC, is the world's oldest international stadium that still continues to host international games.

Wrexham AFC is owned by Rob McElhenney and Ryan Reynolds. The goal of the new owners is to grow the team and establish Wrexham AFC as a Premier League club in front of increased attendances, and in an improved stadium, while making a positive difference to the wider community in Wrexham. This goal is being pursued through four guiding principles: i) to protect the heritage of Wrexham AFC; ii) to reinforce the values of the community; iii) to use Rob and Ryan's resources to grow the exposure of the club at home and abroad; and iv) to create a winning culture. For more information, please visit [wrexhamafc.co.uk](http://wrexhamafc.co.uk).

#### **About Macron**

*We work hard to create cutting edge, high performance sportswear to support athletes from grassroots to professionals in their efforts to become their own hero on and off the field. We strive to build a community that shares our passion for true sport. We believe that high standards of good management, social responsibility and respect for the environment are the way to design the future.*

Macron ([www.macron.com](http://www.macron.com)) is a leading European company specialised in the production and sale of sportswear products, dressing more than 90 professional Clubs and Federations with 80% of its turnover abroad and a sales network of more than 170 Macron Sports Hub in over 30 countries. The company operates in three main business areas: **Teamwear** - clothing and accessories for team sports (football, rugby, basketball, volleyball, baseball, handball, soccer, running), for **Padel**, where the racket is also offered, **Activewear** for the practice of physical activity in general (fitness, running, etc.) and for leisure time with the technical-inspired **Athleisure** collection; **Merchandising** - official kits, free time products and accessories for supporters of the clubs and federations sponsored by Macron; **Individual** - technical and sports-inspired clothing for those who want to wear Macron every day. The new high-end "Beyond Performance" **Clubhouse** collection made of high-quality, innovative performance materials that can also be used off the pitch.

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