

# Retailing

## APPAREL & FOOTWEAR

### Italian Style

New distributor Sport Life USA brings storied apparel and footwear brand Lotto to the U.S. market.

BY PETER FRANCESCONI



World No. 6 Kevin Anderson wore Lotto during his run to the quarterfinals of the 2019 Miami Open.

Pro players who have sported Lotto on court include Kevin Anderson, Alize Cornet, Agnieszka Radwanska, Kristyna Pliskova, Elise Mertens, Viktor Troicki, David Ferrer, Carlos Suarez Navarro and Daniil Medvedev.

“Virtually every week, Lotto has tremendous exposure through its relationship with a variety of professional players,” Dailey notes. “We felt there was an opportunity to build off that exposure to offer Lotto apparel and footwear to all players in the U.S.”

“Lotto fills an important niche in tennis specialty retailing,” adds Hausman. “We’ve talked with many retailers, and they’re enthusiastic about the Lotto performance brand.”

The storied sportswear brand was established in 1939 by the Caberlotto family, who were the owners of a soccer team. Its long history of sponsored tennis athletes includes an impressive list: Martina Navratilova, Boris Becker, Thomas Muster, John Newcombe, Andres Gomez and Jose Luis Clerc.

Today, Lotto Sport Italia distributes its products in more than 100 countries. Sport Life USA will handle distribution of all Lotto products across the U.S., including shoes, apparel and accessories, such as bags, headbands, hats and wristbands.

“This is an exciting time for tennis players in the U.S.,” Dailey says. “Whether players and fans remember the Lotto products of the past, or are new to the brand, we know they’ll appreciate Lotto’s strong presence in the U.S. with its quality footwear and apparel. We look forward to helping the sport and business of tennis to grow in the U.S.” ■

*For more on the Lotto brand and products, visit [lotto.sportlife.us](http://lotto.sportlife.us) or call 484-261-2100.*

**L**otto puts its best foot forward and is ready to play ball.

Sport Life USA, a new company based in Wyomissing, Pa., is now the exclusive U.S. distributor of apparel and footwear from Lotto Sport Italia. Under the leadership of two sports industry veterans, President Curt Dailey and Vice President Josh Hausman, Sport Life USA will import, market and distribute Lotto products.

Dailey currently serves as CEO of Laserfibre LLC, which he re-launched after a successful 20-plus-year career in the tennis industry. He has held key roles with Prince, Gamma and Tecnifibre USA. Hausman currently serves as director of sales and marketing for Laserfibre. With Sport Life USA, he

will oversee domestic sales, marketing and promotions. Hausman was a sales manager and key accounts manager for Adidas for many years and held sales/marketing roles at Tecnifibre. He began his career as a college tennis coach.

“We’re extremely excited about this opportunity to grow the Lotto brand in the U.S market,” Dailey says. “With its heritage in tennis, combined with quality, performance-oriented and stylish products, we’re confident this brand will appeal to all player levels.”

Starting this summer, Dailey says Sport Life USA’s initial order will arrive at its warehouse for distribution in Fall/Winter 2019, with a broader line of products already secured for Spring/Summer 2020.

Lotto products are well-represented on both the ATP and WTA tours.