

Producer Female Football Fanwear is looking for clients for pilot-projects.

Summary

Profile type

Business Offer

Company's country

Belgium

POD reference

BOBE20260202013

Profile status

DRAFT

Type of partnership

Commercial agreement

Targeted countries

- **Germany**
- **Italy**
- **Portugal**
- **United Kingdom**
- **Spain**
- **France**
- **Netherlands**

Contact Person

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Term of validity

Last update

14 Apr 2026

General Information

Short summary

Belgian fanwear fashion brand seeks pilot project partners!

A Belgian fashion label that creates stylish fanwear and apparel specifically for female sports fans, translating club passion into meaningful and wearable designs is looking for clients to collaborate in pilot project cases (1/country) to set the tone and kick off the movement for their country.

Full description

Belgian Label specialized in female fan fashion. The company is committed to empowering female fans by translating their passion for a club/athlete/etc. into fanwear that is accessible and celebrates their femininity, passion and identity as a fan. To this end, they collaborate with soccer/football clubs (but do not exclude other sports disciplines) and, together with them, tell a powerful story about diversity, inclusion, fan engagement & experience. They create stylish, high-quality apparel for women who want to support their football club with pride and personality. Clubs/teams buy from the company on a 1-1 basis and then resell in their own fan shops and through their own channels.

The company is currently collaborating with a Club Bruges with high and meaningful results and revenue.

For the Club Label, they work in their collections with three categories:

Matchday essentials – stadium-must-haves – more outspoken items

Culture pieces – to be worn outside the stadium as well, details, everyday pieces

Statement pieces – elevated, showroom pieces, exclusive detailing

They aim to expand to several countries such as Portugal, Spain, France, UK, Germany, Netherlands and Italy before hitting the USA or other. For these respective countries, the company is seeking strategic partner-clubs/clients to collaborate in pilot project cases (one per country) to speak up in this movement as a rolemodel, as an initiator and setting the tone for their country on this subject.

These pilot collaborations will focus on assessing consumer interest, brand positioning, and operational feasibility, with the goal of building long-term partnerships and scalable market entry opportunities across Europe and beyond.

Advantages and innovations

It offers a unique combination of female-focused sports fanwear, strong brand storytelling, and sustainable design principles. The pilot collaboration model allows partners to test a proven concept with low risk, localized market insights, and shared learnings, while co-creating innovative, high-quality collections tailored to local fan cultures. This approach enables faster market validation, sustainable growth, and scalable European expansion.

Technical specification or expertise sought

The SME is seeking partners with expertise in market testing and pilot project execution within lifestyle merchandise, female fans, and fan experience/engagement. Ideal partners have initiator mentality, knowledge of the fanbase growth, are ready to commit and stand out in a relevant and current topic, have access to relevant customer segments, and the capability to support small-scale product launches, feedback collection, and performance evaluation to assess commercial viability and scalability.

Stage of development

Already on the market

Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**
- **Goal 5: Gender Equality**
- **Goal 12: Responsible Consumption and Production**

IPR Status

No IPR applied

IPR Notes

Partner Sought

Expected role of the partner

A potential partner should be a strategic partner to collaborate in pilot project cases (one per country) to test and validate local market potential. These pilot collaborations will focus on assessing consumer interest, brand positioning, and operational feasibility, with the goal of building long-term partnerships and scalable market entry opportunities across Europe.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **SME <=10**
- **Other**

Dissemination

Technology keywords

- **03005009 - Woven technical textiles for industrial applications**
- **03005007 - Textile fibres**
- **03005003 - Dyeing related to Textiles Technology**
- **03005004 - Finisher related to Textiles Technology**
- **03005008 - Weaving related to Textiles Technology**

Market keywords

- **07001004 - Sporting goods, hobby equipment and athletics clothes**

Targeted countries

- **Germany**
- **Italy**
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- **United Kingdom**
- **Spain**
- **France**
- **Netherlands**

Sector groups involved

- **Textiles**