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UNVEILING THE ATP STORE: A NEW GLOBAL SHOPPING DESTINATION FOR TENNIS FANS

LONDON – The ATP today announced the launch of The ATP Store, a dedicated global shopping destination for all things tennis. Scheduled for official launch in January 2026, the e-commerce store is delivered in partnership with Levy Merchandising, now the Official Retail & Merchandise Supplier of the ATP Tour.

Featuring a comprehensive catalogue of tennis apparel and accessories, The ATP Store will be the go-to destination for tennis fans globally, providing year-round access to merchandise. The initial launch line-up includes ATP principal partners Lacoste, Dunlop and Waterdrop, alongside ATP's recent collaboration with Palmes. The platform will also debut an exclusive ATP branded fanwear collection designed and developed in collaboration with Levy Merchandising's in-house team.

Levy Merchandising, known for delivering bespoke retail solutions across sport, entertainment, and venues, will bring global scale and innovation to the ATP's product and retail. The scope of the agreement includes global e-commerce, with the option to operate official ATP Stores at select tournaments and across other offline channels. This will be supported by a licensed product line created by Levy's specialist design team and utilising their best in-class global supply chain.



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Eno Polo, ATP CEO, said: “The ATP Store opens up a new way for fans to connect with our brand. Through merchandise, we see a real opportunity to raise the sport’s profile off court, reach new fans, and deliver meaningful value to our partners. We now have a dedicated licensing and retail team to strengthen our focus in this space, and we’re excited to partner with Levy to keep building on this momentum.”

Vinny Clark, CEO of Levy Merchandising, said: “We feel an enormous sense of pride to be trusted by the ATP Tour to build out this global retail platform with them. The ATP Tour has a genuinely global reach, with highly engaged fans supporting avidly wherever it goes. Merchandising is a great way for fans to feel connected to the sports and athletes that they love, and we are excited to provide the premium, customised shopping experience they deserve through bespoke product creation and a truly globalised e-commerce platform. This is a significant moment in our evolution as our growth journey continues.”

The ATP Store sign-up page is live now [here](#), offering fans the chance to enter a prize draw to win a £500 (or equivalent) gift voucher and a match-worn item from an ATP player just by signing up, ensuring they are the first to know when the full store launches.

Visit The ATP Store online at: www.atptourstore.com

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About the ATP

As a global governing body of men’s professional tennis, the ATP’s mission is to serve tennis. We entertain a billion global fans, showcase the world’s greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world’s top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com

About Levy Merchandising

At Levy Merchandising, we are specialists in delivering truly bespoke retail solutions that are precisely tailored to our partners’ unique needs. We operate with a simple yet powerful philosophy: your brand must be at the forefront of everything we do. Our unique approach involves actively collaborating with partners to produce legendary merchandising experiences across the worlds of sport, entertainment, and venues. We offer a complete, end-to-end retail solution, covering Product, Retail & E-commerce, Technical, fanwear design and manufacture, warehousing, operations, and client care.

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