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Capelli Sport & F91 Düdelingen

Capelli Sport expands its involvement in European professional soccer and announces its new partnership with Luxembourg's first-division club F91 Düdelingen.



From left to right: Ivan Cacao (youth leader), Nadia Martini (general secretary), Luca Beck (area sales manager, Capelli Sport), Jean Paul Espen (vice-president), Kay Mourheg (European president, Capelli Sport), Manou Goergen (sports director).

Photo: Nico Herbertz

Capelli Sport and F91 Düdelingen announce the start of their new cooperation. The specialist for team sports is very happy to have gained F91 Düdelingen as its first partner in Luxembourg, thus further expanding Capelli Sport's commitment to European professional soccer. The partnership is initially planned to run for three years. Capelli Sport will provide jerseys and equipment for both the men's and youth teams of Luxembourg's former champion club.

F91 Düdelingen was formed in 1991 from the merger of the clubs Alliance Düdelingen, CS le Stade Düdelingen and US Düdelingen. With a total of 15 championships won over the past 22 years, the club has left its mark on Luxembourg's soccer like no other since the turn of the millennium. On the international stage, the club from Düdelingen has already played against renowned opponents such as AC Milan and FC Sevilla.

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Capelli Sport and F91 Düdelingen view their cooperation as more than just a classic equipment commitment and see themselves as strategic partners who are looking toward the future together. Capelli Sport will support the club in a consultative capacity on a wide range of topics in the future. This multifaceted offer is an absolutely unique selling point on the market.

Kay Mourheg, President of Capelli Sport Europe, says:

“F91 Düdelingen stands for successful and respectable soccer. We are very happy that we could gain them as our partner. As a brand, we are particularly proud that we were able to make our first commitment in Luxembourg perfect and thus further broaden our presence in European professional soccer. I would like to express my sincere thanks to everyone responsible at F91 Düdelingen for the constructive discussions that led to this new cooperation. We are confident that we can successfully shape the future together as partners and we look forward to working together.”

Luca Beck, Area Sales Manager Capelli Sport, says:

“I personally am very happy that we have successfully finalized this deal. It was already clear to me after our first talks: Capelli Sport and F91 Düdelingen are made for each other. This partnership is the perfect way for Capelli Sport to enter Luxembourg’s soccer scene. F91 Düdelingen has dominated the BGL Ligue over the past 20 years. In addition to working with one of Luxembourg’s most successful soccer teams of all time, we expect this partnership to significantly expand our presence in both the professional and the amateur team-sports sector in Luxembourg.”

Manou Goergen, Sports Director, says:

“The board of directors of F91 Düdelingen is very happy to have signed a long-term contract with Capelli Sport and to begin benefitting from their many years of international experience in professional soccer. We see Capelli Sport not only as a supplier, but also as a strategic partner that will advise our club on wide-ranging topics in the future. We would like to thank Capelli Sport’s executives – especially Kay Mourheg, Martin Przondziono and Luca Beck – for the very candid and trusting discussions during the past few weeks. We are highly optimistic and we are looking forward to a successful partnership.”

About Capelli Sport

Capelli Sport was founded in the fashion metropolis of New York City in 2011. As a globally active sports and lifestyle brand, Capelli Sport stands for high functionality, top quality and individual service in professional and amateur sports. Capelli Sport convinces consumers with its first-class sportswear, professional equipment and trendy lifestyle products and is internationally established as a supplier and reliable partner of athletes and clubs.

Part of the company’s philosophy is that commitment to and promotion of youth and amateur sports are just as important as successful cooperation with professional clubs in national and international leagues.

Learn more at capellisport.eu and find Capelli Sport on Twitter ([@capellisport](https://twitter.com/capellisport)) and Instagram ([@capellisport](https://www.instagram.com/capellisport)), or visit the Capelli Sport Facebook page ([@CapelliSport](https://www.facebook.com/CapelliSport)).

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