

Fanatics to Become the National Hockey League's Official On-Ice Uniform Outfitter Starting with the 2024-25 Season

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The National Hockey League (NHL) and its longstanding partner Fanatics, today announced a new 10-year agreement which, beginning with the 2024-25 season, will see Fanatics become the League's authentic outfitter of on-ice uniforms and supplier of authentic jerseys at retail. The deal marks the next stage of the NHL's partnership with Fanatics, which over the past two decades has evolved to include NHL e-commerce and retail operations, fan apparel and headwear, replica jerseys, licensed memorabilia, performance and training products, on-ice Stanley Cup® Champions apparel and headwear, and now official on-ice uniforms and authentic jerseys sold at retail.

The new Fanatics on-ice NHL uniforms will build upon the growing collection of performance and technical products that Fanatics currently makes for professional athletes. Since 2018, Fanatics has designed and manufactured the NHL's Authentic Pro product line - the official performance and training apparel and headwear products worn by NHL Players, coaches and equipment and training staff. Since 2017, Fanatics has also manufactured and supplied official, on-field professional baseball uniforms for all 30 teams, and will now utilize its operational, design, and manufacturing expertise towards the uniforms for the world's best hockey Players.

"This expansion of our partnership with Fanatics is a reflection of our shared commitment to innovation, performance, and serving our Players and fans," said NHL Commissioner Gary Bettman. "Fanatics is a sports industry market leader and with its proven track-record in e-commerce and retail operations, licensed fan merchandise and performance gear -- including the popular NHL replica jerseys and Authentic Pro performance and training products -- our Players and fans should look forward to what Fanatics will bring to the best uniforms in all of sports."

“This is a seminal moment in the history of Fanatics, and a testament to the hands-on, collaborative relationship with the NHL that we’ve built over the years,” said Fanatics CEO Michael Rubin. “In addition to our tireless commitment to super serving sports fans around the world, Fanatics has equipped athletes, coaches and team staffs with performance products across many sports for years. Everything we do as a company pushes the boundaries to create more highly engaged experiences and revolutionary products for fans, athletes, and partners, and I can’t wait to see our brand on official on-ice uniforms for the first time.”

The NHL and Fanatics will apply the same innovation-focused mindset to the new on-ice uniforms that has driven significant product development across a variety of categories throughout the duration of their longstanding partnership. In 2017, Fanatics began producing official NHL replica jerseys, applying analytics and insights from research across thousands of fans to inform the design process for these products. This consumer feedback led to features such as a more tailored female jersey and foldable crests for easier storage. Fanatics will also apply its innovative vertical commerce model to the new authentic NHL jerseys, which allows fans to purchase products in real-time and in response to hot, trending teams and Players, or during free agency or trade moments.

Fanatics will continue to work closely with the NHL to prepare for the debut of its on-ice uniforms during the 2024-25 season. Fanatics has assembled an experienced team of hockey industry leaders with decades of direct experience working with the NHL and its teams for on-ice and performance products.