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CASTORE UNVEIL NEW PERFORMANCE-FOCUSED IT20 KIT FOR ENGLAND CRICKET TEAMS COLLABORATION

Earlier this week the long-term partnership between the ECB and Castore was launched with the high-performance training range for all of England's national teams – including Women, Disability, Pathway and Men. Following on from the training kits, the IT20 kit has been released today. The three lions are at the heart of the bespoke kit design, which will be worn by the England men's team at the upcoming ICC Men's T20 World Cup this Autumn

and the women's team in the ICC Women's T20 World Cup in 2023..

Key players from the men's, women's and disability teams collaborated extensively with Castore to create an IT20 kit that is specific to the needs of an elite-level cricketer, incorporating specially selected fabrics combined with Castore's unique construction methods. Athletes such as Jofra Archer and Jos Buttler of the men's team, Katie George of the women's and Chris Edwards of the learning disability team were integral to the design process, helping designers choose features and fabrics that will elevate player's performance on the field.

With two T20 World Cup's coming up and a Disability tour of Australia, this kit was designed to enhance performance and ease of movement with fabrics that Castore have used across the highest level of their sportswear. For the first time ever, England supporters will be able to purchase the Pro Kit that is worn by the players on the pitch. Crafted from a high-stretch and recycled poly elastane blend that allows freedom of movement for athletes that a conventional garment would not. With mesh panelling at the underarms to keep athletes cool and focused throughout play. This kit lays out the aims of Castore and ECB's joint initiative clearly, by providing England players and supporters with kit that is rooted in sportswear technology and innovation.

Jos Buttler said, "It is a really exciting time for us as a squad with the Men's T20 World Cup coming up later this year. We'd love to take the trophy home and we'll be ready to perform at our best thanks to the new Castore IT20 kit."

Katie George said, "This summer is a once in a generation opportunity for the women's game with the Birmingham Commonwealth Games showcasing women's cricket for the first time. We'll be kitted out in our new IT20 kit for our internationals thanks to Castore and I hope we can inspire a new generation to get involved in the game."

Chris Edwards said, "It is brilliant that Castore have involved all of the England teams in the process. We have an incredibly exciting summer coming up for us with an Ashes series down under and we can't wait to take on the Aussies in the new kit."

Pascal Lafitte, Castore Partnerships Director said, "We at Castore are proud to be providing an innovative IT20 kit for England Cricket, especially with the T20 World Cup this year. The main aim is to elevate performance and give

players their technical best on the field, with a bold design that embodies the passion of both England teams and supporters.”

Castore will also launch the Test and ODI collaborations ahead of England Men’s first LV= Insurance Test against New Zealand on 2nd June at Lord’s.

Ends

ABOUT CASTORE

Founded in Liverpool, England by former athletes and brothers Tom and Phil Beahon, Castore was created with a vision of becoming the number one premium sportswear brand in the world. Castore exists for one single reason – to make athletes better. Our ethos is built upon the philosophy of BETTER NEVER STOPS, an ideal deeply infused in our DNA and something we strive to live every single day. We utilise advanced engineering and unique technical fabrics to create the highest quality sportswear in the world for athletes who demand the very best. Designed with a passion for innovation with specialist features to help to optimise athletic performance in all conditions.

Pro and replica kits will be available for fans to buy online.

For more information, please visit shop.ecb.co.uk

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