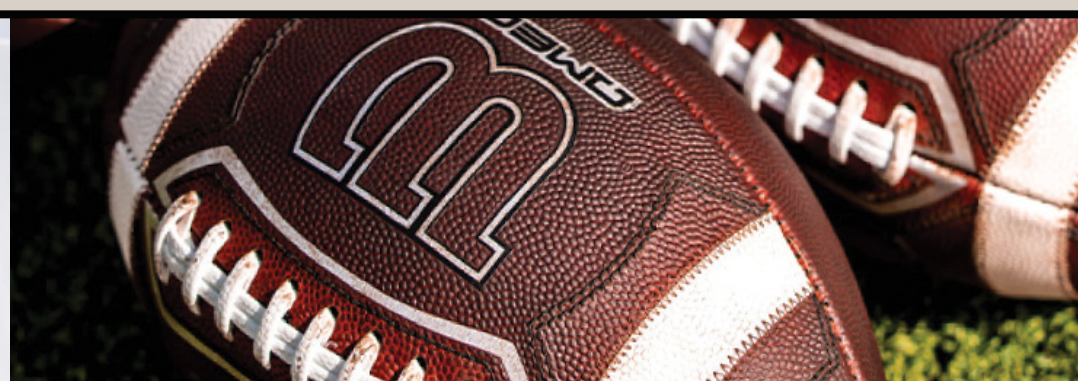




Hello there, I am 

SAM STUCKY

A Chicago-based Visual & Graphic Designer with 9+ years experience with a love of problem solving and pixel pushing.



PORTFOLIO OVERVIEW

Included is a selection of some of my favorite projects. Feel free to jump to a specific project or keep on scrolling through at your leisure.



LS BRAND HISTORY

Landing Page

[3-6]



2023 A2K GLOVE LAUNCH

Campaign

[7-11]



WILSON X USA SOFTBALL

Microsite

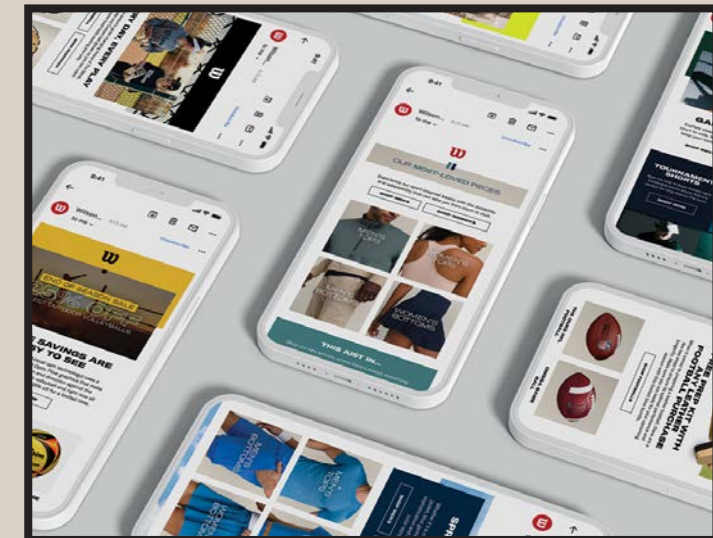
[12-16]



GLOVE BONANZA

Campaign

[17-19]



WILSON BRAND EB

Emails

[20-22]



LOUISVILLE SLUGGER BRAND HISTORY

Landing Page

Louisville Slugger is a legendary brand of over 125 years, forever intertwined with the history of America's favorite pastime, baseball.

I designed this history landing page to showcase the brand's storytelling potential and introduce Louisville Slugger's new brand identity. The page features key dates, an engaging narrative, and relevant imagery to create brand awareness and foster emotional connections with our consumers.



For nearly a century-and-a-half, Louisville Slugger has been synonymous with America's Pastime. Hall of Famers, Most Valuable Players and World Series champions have swung the best wood in the game over the years, and right this moment, we're already writing the next chapter in the game's history.

HITS BY THE NUMBERS

Baseball is a game of numbers, and over the years, Slugger has played a part in some pretty remarkable accomplishments, both in our factory and on the field.



22

The number of steps in the process for making raw wood into a genuine Louisville Slugger bat



.366

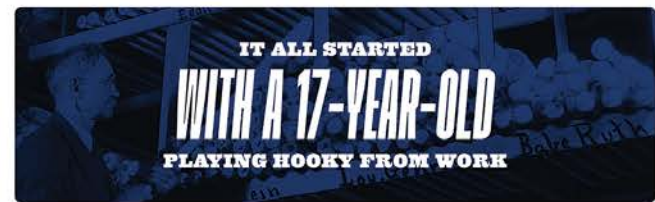
Ty Cobb's career batting average – the highest in Major League history



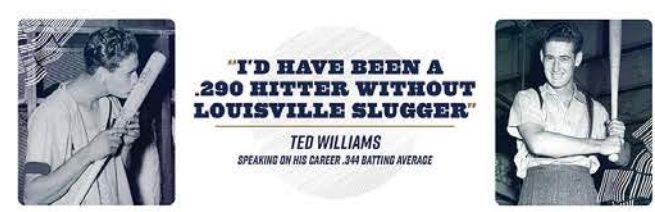
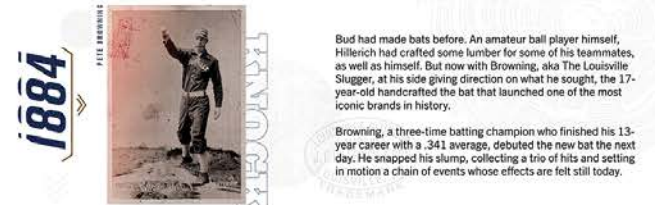
80

Percentage of hitters in the National Baseball Hall of Fame who were under contract with Louisville Slugger

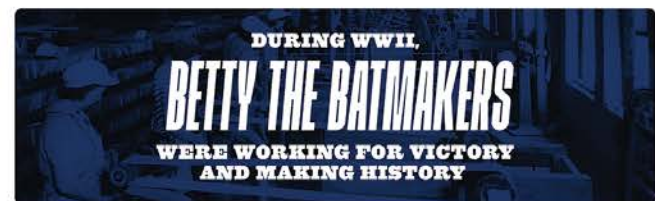
22 The number of steps in the process for making raw wood into a genuine Louisville Slugger bat
 .366 Ty Cobb's career batting average – the highest in Major League history
 80 Percentage of hitters in the National Baseball Hall of Fame who were under contract with Louisville Slugger



An apprentice in his father's woodworking shop, John A. "Bud" Hillerich headed out one spring afternoon to take in a Louisville Eclipse game, the city's major league team. After seeing Eclipse superstar Pete Browning break his bat that day, Hillerich offered to make the slumping slugger a new bat at his father's shop.



Despite Browning's teammates flooding to the Hillerich shop for bats, Bud's father saw a very different future for the company in stair railings, porch columns and swinging butter churns. At times in the 1890s, he actually turned away professional ball players seeking new bats. But Bud persisted and, after some time, his father relented to his son's unyielding enthusiasm.



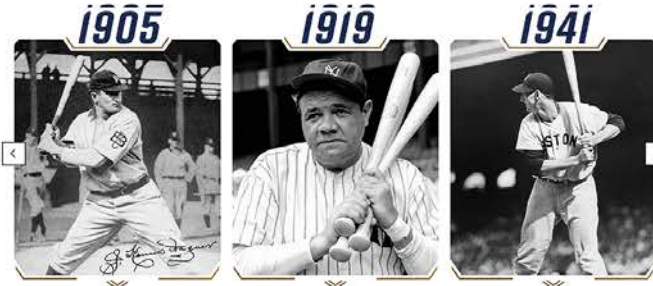
During both World War I and World War II, Louisville Slugger went from focusing on baseball bats to producing needed armaments for American troops overseas, playing a critical role in the war effort.



In the 1970s, the wood bat business evolved, branching out into aluminum bats – which remains a major part of the baseball world to this day.
 Some 130-plus years have come and gone since Bud Hillerich first sat down with Pete Browning in his father's woodworking shop. Since that day, Louisville Slugger has sold north of 100 million bats – making it, without question, the most popular bat brand in history.



MORE KEY DATES For all the greatest moments in baseball, Louisville Slugger has been there for every swing of the way. Here are a few more of our most memorable snapshots through history.



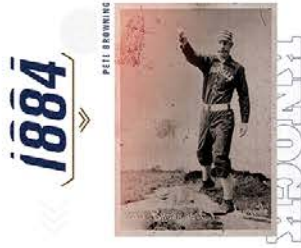
Louisville Slugger makes a deal with future Hall of Famer Honus Wagner to place his name on a bat – a first for any piece of sports equipment
 Babe Ruth becomes the first player to order a Louisville Slugger bat with a knob at the end of the handle
 Ted Williams used a Slugger to hit over .400 in a season (.406), while Joe DiMaggio set the MLB consecutive hit streak record at 56 games

"WE DID NOT BUILD A MODEL AND GIVE IT TO THE PLAYER TO USE. THE PLAYER TOLD US WHAT HE WANTED AND WE BUILT IT."
 JOHN A. "BUD" HILLERICH PICTURED BELOW IN A SUITOUT WITH LOU GEHRIG AND BABE RUTH



IT ALL STARTED
WITH A 17-YEAR-OLD
PLAYING HOOKY FROM WORK

An apprentice in his father's woodworking shop, John A. "Bud" Hillerich headed out one spring afternoon to take in a Louisville Eclipse game, the city's major league team. After seeing Eclipse superstar Pete Browning break his bat that day, Hillerich offered to make the slumping slugger a new bat at his father's shop.



Bud had made bats before. An amateur ball player himself, Hillerich had crafted some lumber for some of his teammates, as well as himself. But now with Browning, aka The Louisville Slugger, at his side giving direction on what he sought, the 17-year-old handcrafted the bat that launched one of the most iconic brands in history.

Browning, a three-time batting champion who finished his 13-year career with a .341 average, debuted the new bat the next day. He snapped his slump, collecting a trio of hits and setting in motion a chain of events whose effects are felt still today.



"I'D HAVE BEEN A .290 HITTER WITHOUT LOUISVILLE SLUGGER"

TED WILLIAMS
SPEAKING ON HIS CAREER .344 BATTING AVERAGE



Despite Browning's teammates flooding to the Hillerich shop for bats, Bud's father saw a very different future for the company in stair railings, porch columns and swinging butter churns. At times in the 1880s, he actually turned away professional ball players seeking new bats.

But Bud persisted and, after some time, his father relented to his son's unyielding enthusiasm.

In 1894, Bud took over the family business and 'Louisville Slugger' was registered with the United States Patent Office. Eleven years later in 1905, the company forever changed not just baseball – but sports marketing – by paying future Hall of Famer Honus Wagner to use his name on a bat.



Before Wagner, no player endorsed a bat nor an athlete endorsed an athletic product. That practice, of course, continues to this day across all sports. Since signing that first contract, Louisville Slugger has worked with generations of the best ballplayers in the game.



Six years later, a salesman for one of the Hillerich's largest buyers, Frank Bradsky, joined J.F. Hillerich and Son. Bud and his father were experts in making bats, but lacked professional sales and marketing expertise. In stepped Bradsky, who, by 1916, became a full partner in the company.

Thus, the Hillerich & Bradsky Co. was born.

BUILDING A LEGACY

You can't appreciate where Louisville Slugger is at today without acknowledging the role its played in the careers of generations of Americans, both on and off the ball field.



Hall of Famer Tony Gwynn inspects a Louisville Slugger bat on one of his many visits to the factory, 1990s



Honus Wagner (left) examines a freshly cut Louisville Slugger while touring the Louisville Slugger Factory with Larry French (right) in 1934



MLB outfielder and five-time All-Star Adam Jones learns how his turning model, the AJ10, is made during a visit to the factory in Louisville, 2018

DURING WWII,
BETTY THE BATMAKERS
WERE WORKING FOR VICTORY
AND MAKING HISTORY

9:41 wilson.com

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Hall of Famer Tony Gwynn inspects a Louisville Slugger bat on one of his many visits to the factory, 1990s

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NEW ORLEANS, LA

1997

USED THE SAME
SLUGGER DAY ONE IN
MINOR LEAGUES

DEREK JETER
HIS TRIED-AND-TRUE 32-OUNCE P72 SLUGGER BAT



t in some pretty
eld.



20

IT ALL STARTED WITH A 17-YEAR-OLD PLAYING HOOKY FROM WORK

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1911



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2019



WILL SMITH

Louisville Slugger continues to dominate both the wood and aluminum bat worlds, with countless players swinging Slugger. In the past decade, many national college baseball champions have hammered their way to the top with Louisville Slugger bats in their hands.

Rooted in history and tradition, Louisville Slugger will continue to grow and evolve. Recently, the company has gone far beyond bats, piloting innovations in performance technology by creating equipment ranging from batting gloves and helmets to training aids and accessories.

MORE KEY DATES

For all the greatest moments in baseball, Louisville Slugger has been there for every swing of the way. Here are a few more of our most memorable snapshots through history.

1905

1919

1941



2023 WILSON A2K GLOVE LAUNCH

Campaign

Wilson's A2K glove line is known for being the most premium ball gloves available, thanks to their high-quality materials and impeccable craftsmanship.

To showcase the luxurious feel and superior quality of A2K gloves, I drew inspiration from high-end fashion campaigns for the concept, centering on the idea of 'Tangible Luxury'. The aim was to highlight that these gloves are not just a sports accessory, but a symbol of excellence.

W SPORTS WOMEN MEN CUSTOM DEALS

Exemplary
The 2023 A2K lineup has arrived.
[SHOP NOW](#)

INFIELD OUTFIELD CATCHER'S FIRST BA

STYLE FOR THE SEASON
From the court, course or field, our new arrivals deliver classic style and modern performance.
[SHOP MEN'S](#) [SHOP WOMEN'S](#)

WOMEN'S SKIRTS WOMEN'S TOPS MEN'S BOTTOMS MEN'S TO

BLADE V9 TENNIS RACKET
Free 3-day Stringing
[SHOP NOW](#)

AIRLESS GEN1 BASKETBALL
The first-of-its-kind basketball.
[LEARN MORE](#)

SHOP BY SPORT

BASEBALL BASKETBALL FOOTBALL FASTPITCH

9:41 wilson.com

W

Exemplary
The 2023 A2K lineup has arrived.
[SHOP NOW](#)

INFIELD OUTFIELD

W

Breaks in without breaking down
The 2023 A2K 1786—the only glove you'll ever need.
[SHOP NOW](#)

W


Reimagined perfection
The all-new A2K 1810 breaks the mold.
[SHOP NOW](#)

W

Best in class
The 2023 A2K lineup—trusted by the best.
[SHOP NOW](#)

Juan Soto | Washington | A2K JS22 GM







W WOMEN MEN SPORTS CUSTOM



TANGIBLE LUXURY

The all-new 2023 A2K lineup has arrived. Check out our most luxurious set of gloves yet.


[SHOP NOW](#)

		
2023 A2K 1786SS	2023 A2K 1810SS	2023 A2K SC1787SS
		
2023 A2K D33	2023 A2K M1DSS	2023 A2K 1787

9:41

Wilson... 9:15 AM Unsubscribe
to me



W




TANGIBLE LUXURY

The all-new 2023 A2K lineup has arrived. Check out our most luxurious set of gloves yet.

[SHOP NOW](#)

	
2023 A2K 1786SS	2023 A2K 1810SS


W WOMEN MEN SPORTS CUSTOM



REIMAGINED PERFECTION

The all-new A2K 1810 breaks the mold. Learn more about our newest glove pattern designed by Aso-san.

[SHOP NOW](#)



TANGIBLE LUXURY


Up your game with the ground-breaking technology featured in the all-new A2K lineup.

[SHOP NOW](#)

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REIMAGINED PERFECTION

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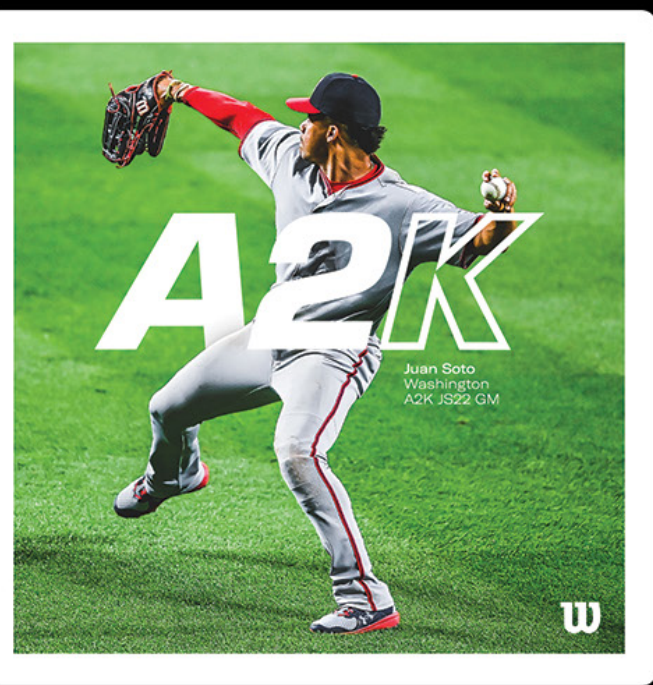

YOUR GLOVE. YOUR WAY.

Take your favorite A2K pattern and spice it up with your choice of leather style and color. The possibilities are as endless as your game.

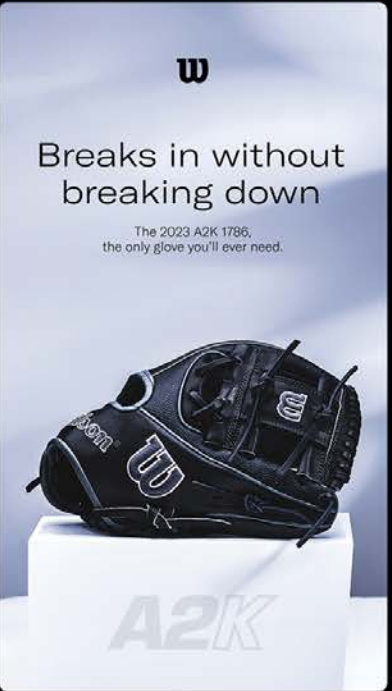
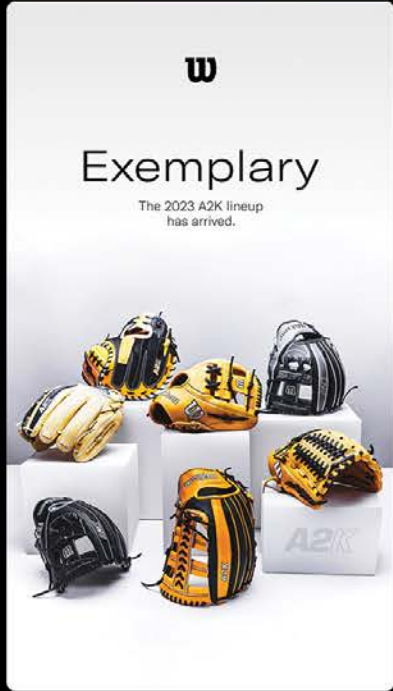
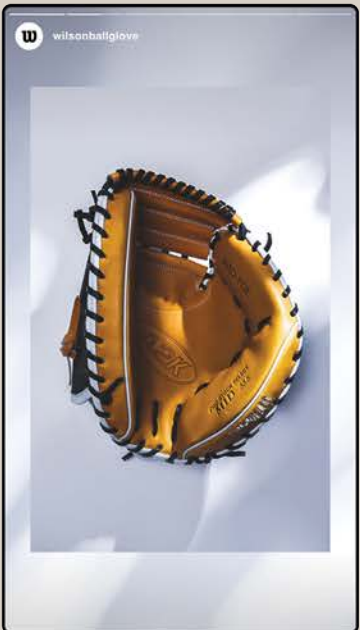
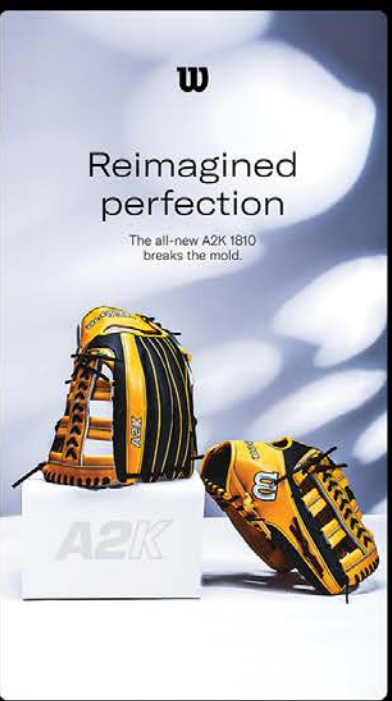
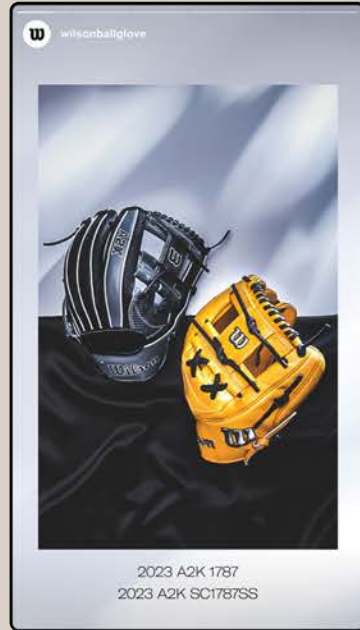
[SHOP NOW](#)



2023 WILSON A2K GLOVE LAUNCH | Social Posts



2023 WILSON A2K GLOVE LAUNCH | *Social Stories*





WILSON X USA SOFTBALL COLLAB

Microsite

With USA Softball headed to the Tokyo Summer Olympics in 2021, Wilson's family of brands needed a microsite dedicated to our hard working players.

The microsite features eight members of our advisory staff, each with their own player page that combines content from the different brands in one place, including video, blog posts, and shoppable limited edition products. This site is designed to highlight our players' accomplishments and provide fans with a central hub for all things related to the team.

W SPORTS WOMEN MEN CUSTOM DEALS

HOME / FASTPITCH / ADVISORY STAFF / USA SOFTBALL



Go behind-the-scenes and learn about the players and gear of USA Softball as they prepare for Tokyo.

W LS

MEET THE TEAM

monica ABBOTT PITCHER

ali AGUILAR INFIELD

val ARIOTO INFIELD

amanda CHIDESTER CATCHER

aubree MUNRO CATCHER

cat OSTERMAN PITCHER

delaney SPAULDING INFIELD

kelsey STEWART UTILITY

usa SOFTBALL COLLECTION

GET IN THE GAME

Read up on your favorite USA Softball players and learn what makes them tick

BUILDING A GAMER WITH KELSEY STEWART
Learn how Kelsey Stewart built her new glove for international competition

WHY USA SOFTBALL STARS LOVE THE LXT
Learn why Aubree Munro, Delaney Spaulding and Kelsey Stewart Love the Louisville Slugger LXT

DESIGNING ALI AGUILAR'S SIGNATURE DEMARINI BAT
Learn more about the DeMarini CF FP Bat built for USA Softball's Ali Aguilar

SHOP THE BRANDS

W LS

W SPORTS WOMEN MEN CUSTOM DEALS

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HOME / FASTPITCH / ADVISORY STAFF / USA SOFTBALL



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W LS

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monica ABBOTT PITCHER

W SPORTS WOMEN MEN CUSTOM DEALS

HOME / FASTPITCH / ADVISORY STAFF / **ALI AGUILAR**



PROFILE
 Position: Infield
 Hometown: Orangevale, CA
 Birthday: August 28, 1995
 College: University of Washington
 www.aliaguilar.com

GEAR:
 Glove: Wilson Custom 2020 A2K
 Bat: DeMarini Custom 2021 CF (-10)
 Protective: Evoshield PRO-SRZ Batter's Elbow Guard, Evoshield PRO-SRZ Batter's Wrist Guard, Evoshield PRO-SRZ Batting Gloves, and Evoshield PRO-SRZ Batter's Leg Guards

[SHOP NOW](#)

LOOK OUT WORLD
 See how Ali Aguilar kept working toward the summer of 2021

ALL ABOUT ALI
 Check out the stories behind Ali's gear and her softball journey

UP THE MIDDLE WITH USA SOFTBALL
 Learn how Ali Aguilar and Delaney Spaulding developed their middle infield connection

[LEARN MORE](#)

Q&A WITH USA SOFTBALL'S ALI AGUILAR
 Get to know USA Softball infielder Ali Aguilar in an exclusive interview

[LEARN MORE](#)

STEPPING UP TO THE PLATE WITH EVOSHIELD
 Learn why Ali Aguilar wears an elbow guard and two wrist guards at the plate

[LEARN MORE](#)

SHOP ALI'S GEAR

2022 A2K AA2 GM 11.75" INFIELD FP GLOVE
 \$399.99

2022 DEMARINI CF ALI AGUILAR SIGNATURE FP BAT
 \$399.99

EVOSHIELD X-SRZ USA FLAG BATTER'S ELBOW GUARD
 \$64.99

EVOSHIELD WOMEN'S USA SOFTBALL LONG SLEEVE SHIRT
 \$34.99

9:41 wilson.com


HOME / FASTPITCH / ADVISORY STAFF / **ALI AGUILAR**

USA SOFTBALL.

PROFILE
 Position: Infield
 Hometown: Orangevale, CA
 Birthday: August 28, 1995
 College: University of Washington
 www.aliaguilar.com

W SPORTS WOMEN MEN CUSTOM DEALS

HOME / FASTPITCH / ADVISORY STAFF / **MONICA ABBOTT**



PROFILE
 Position: Pitcher
 Hometown: Salinas, CA
 Birthday: July 28, 1985
 College: University of Tennessee
 www.monicaabbott.com

GEAR:
 Glove: Wilson 2022 A2000 MA14 GM

[SHOP NOW](#)

INTRODUCING MONICA ABBOTT'S GAMER
 Go behind the scenes as Monica details what she loves about the A2000 MA14 GM

ALL ABOUT MONICA
 Check out the stories behind Monica's gear and her softball journey

Q&A WITH USA SOFTBALL'S MONICA ABBOTT
 Get to know USA Softball star and #TeamWilson Pro Monica Abbott

[LEARN MORE](#)

IN THE CIRCLE WITH USA SOFTBALL
 Learn about the connection between USA Softball star pitchers Monica Abbott and Cat Osterman

[LEARN MORE](#)

9:41 wilson.com

HOME / FASTPITCH / ADVISORY STAFF / **MONICA ABBOTT**

USA SOFTBALL.

PROFILE
 Position: Pitcher
 Hometown: Salinas, CA
 Birthday: July 28, 1985
 College: University of Tennessee
 www.monicaabbott.com

SHOP MONICA'S GEAR

2022 A2000 MA14 GM 12.25" PITCHER FP GLOVE
 \$299.99

EVOSHIELD WOMEN'S USA SOFTBALL TERRY SWEATSHIRT
 \$59.99

EVOSHIELD WOMEN'S USA SOFTBALL RACERBACK TANK
 \$22.99

EVOSHIELD WOMEN'S USA SOFTBALL LONG SLEEVE SHIRT
 \$34.99

OUT CHIDDY

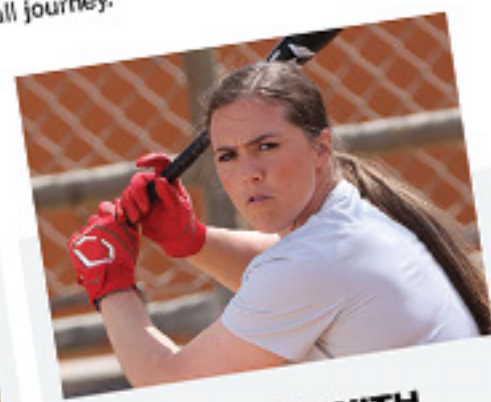
Chiddy's gear and her softball journey.



MISSION TO WIN: CHIDDY'S SIGNATURE DEMARINI BAT

Learn about the Signature DeMarini CF bat designed by Amanda Chidester

[LEARN MORE](#)



FUEL UP WITH AMANDA CHIDESTER

Learn how Amanda Chidester approaches nutrition and the demands of playing for USA Softball

[LEARN MORE](#)

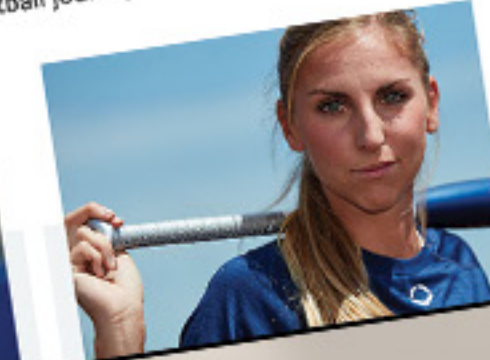
BUILDING A GAMER WITH AUBREE MUNRO

Go behind the scenes as Aubree designs her most important game model yet



ALL ABOUT AUBREE

Check out the stories behind Aubree's gear and her softball journey



val ARIOT



PROFILE

Position: Infield
Hometown: Pleasanton, CA
Birthday: April 10, 1989
College: Cal Berkeley
www.valerinarioto.com



USA SOFTBALL

GEAR:

Glove: Wilson 2022 A2000 MA14 GM

[SHOP NOW](#)

SHOP DELANEY'S GEAR



2022 A2000 DS99 GM
11.75\"/>



2022 CUSTOM
LOUISVILLE SLUGGER
LXT FP BAT



EVOSHIELD PRO-SRZ™
ADULT BATTING GLOVES
\$28.99



EVOSHIELD X-SRZ USA
FLAG BATTER'S LEG
GUARD
\$99.99

delaney SPAULDING INFIELD



kelsey STEWART UTILITY



GET IN THE G

Read up on your favorite USA Softball players and





WILSON GLOVE BONANZA

Campaign

Wilson's Glove Bonanza is baseball's biggest one-day sale in ball gloves. This highly anticipated annual event has become a great opportunity to clear out glove backstock while creating excitement around the brand with consumers.

To create an eye-catching campaign, I drew inspiration from screenprinted posters, focusing on glove patterns as design elements. Along with creating a disruptive look, this approach tackled the problem of not knowing what specific models would be available. This campaign brought in over \$2.2 million in sales, making it Wilson's most profitable one-day sale ever.

W SPORTS WOMEN MEN CUSTOM DEALS

W GLOVE BONANZA 40% OFF
TODAY ONLY - SEPT. 16TH

TODAY ONLY! 40% OFF SELECT GLOVES
Today's the day - Wilson's biggest sale of the year. Get 40% off a wide assortment of their hottest leather. Don't wait though, once they're gone, they're gone for good!

SHOP BASEBALL SHOP FASTPITCH

INFIELD OUTFIELD CATCHER'S FIRST BASE

A NEW SEASON BEGINS
From the court to the classroom, your fall essentials are all right here.

SHOP NOW

FOOTBALL TENNIS GOLF VOLLEYBALL

MEN'S NEW ARRIVALS SHOP NOW

WOMEN'S NEW ARRIVALS SHOP NOW

SHOP BY SPORT

BASEBALL BASKETBALL FOOTBALL FASTPITCH

9:41 wilson.com

TODAY W ONLY GLOVE BONANZA 40% OFF

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SHOP BASEBALL SHOP FASTPITCH

W SPORTS WOMEN MEN CUSTOM DEALS

HOME / BASEBALL / BASEBALL GLOVES / **A2000 BASEBALL GLOVES & MITTS**

Infield Outfield Pitcher First Base Catcher's

FILTER 49 Results

Category +
Glove Size +
Throwing Hand +
Position +
Technology +
Price +
Color +

2024 A2000 DP15SS 11.5" Infield Baseball Glove \$299.95

2024 A2000 PF11SS 11" Infield Baseball Glove \$299.95

TODAY W ONLY GLOVE BONANZA 40% OFF SHOP OUTLET

2024 A2000 PP05 11.5" Infield Baseball Glove \$299.95

2024 Julie Rodriguez A2000 JR44 GM 12.75" Outfield Baseball Glove \$299.95

2024 Tim Anderson A2000 TA7 GM 11.5" Infield Baseball Glove \$299.95

2024 Michael Harris II A2000 MH23 GM 12.75" Outfield Baseball Glove \$299.95

TODAY W ONLY GLOVE BONANZA 40% OFF SHOP OUTFIELD

2024 A2000 1786SS 11.5" Infield Baseball Glove \$299.95

2024 A2000 1716 12.75" Outfield Baseball Glove \$299.95

2024 A2000 SC1787 11.75" Infield Baseball Glove \$299.95

2024 A2000 JR44 GM 12" Pitcher's Baseball Glove \$299.95

2024 A2000 D33 11.75" Pitcher's Baseball Glove \$299.95

2024 A2000 1750 12.5" Outfield Baseball Glove \$299.95

2024 A2000 PF50SS 12.25" Outfield Baseball Glove \$319.95

2024 A2000 B2 12" Pitcher's Baseball Glove \$299.95

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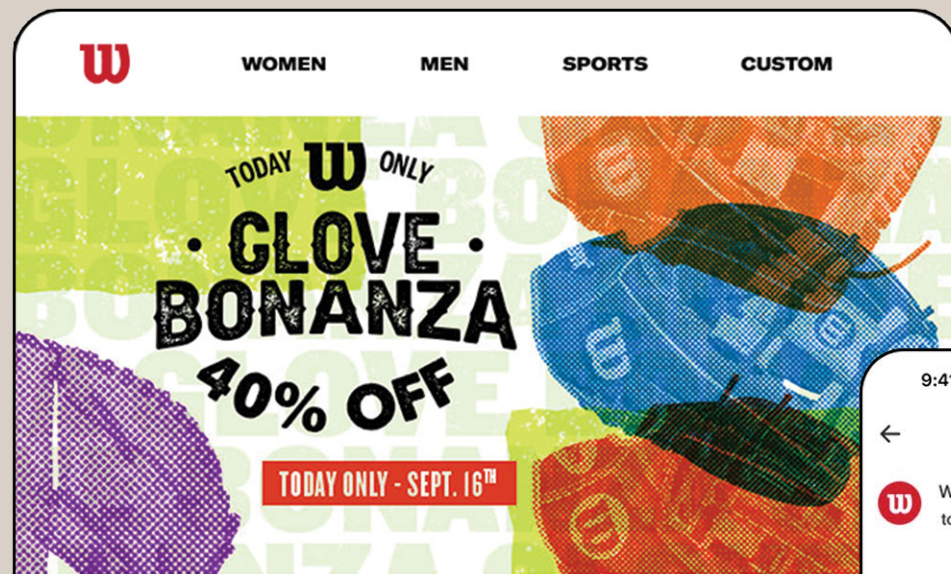
Infield Outfield Pitcher

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2024 A2000 DP15SS 11.5" Infield Baseball Glove \$299.95

2024 A2000 PF11SS 11" Infield Baseball Glove \$299.95

TODAY W ONLY GLOVE BONANZA 40% OFF SHOP OUTLET



TODAY ONLY - 40% OFF SELECT GLOVES

Today is your LAST CHANCE to get 40% off your favorite Wilson gloves. It's our biggest sale of the year - so whether you have your eye on a new A2K or A2000 or you're shopping for a younger player in the family, we've got options for everybody. Don't wait though - once they're gone, they're gone for good!

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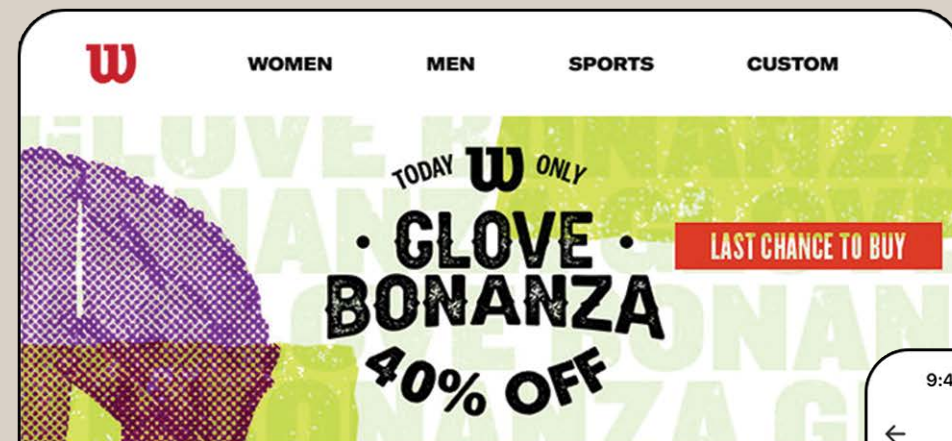
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[SHOP NOW](#)



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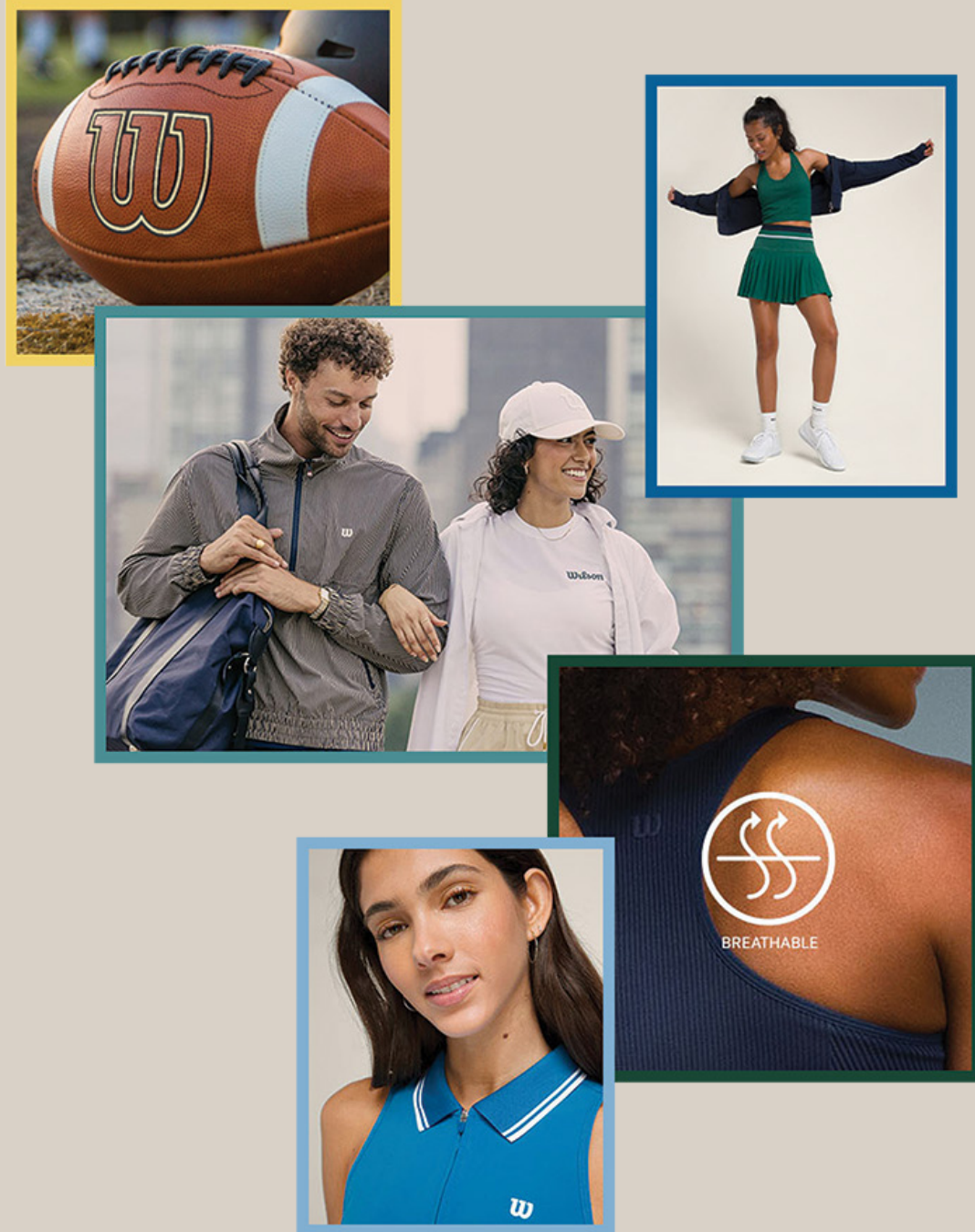
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This email was sent by Wilson Sporting Goods to subscribers of the Wilson newsletter.



WILSON BRAND E-BLASTS

Emails

In 2020, Wilson Sporting Goods launched a new business unit dedicated to sportswear. To create awareness of this new category among its existing customer base across different product categories, brand-level emails were designed to promote the new category and connect consumers across sports.

Provided is a selection of e-blasts I designed with a “thin red line” in mind, connecting Wilson’s business units to resonate with customers across bases. These emails effectively raised brand awareness and educated consumers about the new sportswear category.

W WOMEN MEN SPORTS CUSTOM

TRAIN ON, AND GO ON
Make every rep count this spring. Shop ultra-light, sweat-friendly apparel designed to play as hard as you do -- on or off the field.

SHOP MEN'S SHOP WOMEN'S

WOMEN'S TOPS
WOMEN'S BOTTOMS
MEN'S TOPS
MEN'S BOTTOMS

WARM UP AND WIND DOWN
Layer on the warmth and zip your favorite brand with stretch-knit crewnecks and pullovers.

SHOP MERLOT SWEATSHIRT

WILSON @ f o t

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TRAIN ON, AND GO ON

W WOMEN MEN SPORTS CUSTOM

WILSON'S GEAR-UP GUIDE

Get to know our all-stars. From styles designed to perform at your peak play, to looks for everyday moves and recovery.

SHOP MEN'S SHOP WOMEN'S

MEN'S TOPS

WOMEN'S TOPS

MEN'S BOTTOMS

WOMEN'S BOTTOMS

PLAYERS SEAMLESS CREW
Designed for training, workouts and play. Lightweight, seam-free fabric that absorbs sweat quickly.

ADVANTAGE ZIP POLO
Designed for the court and courtside. High-performance fabric dries quickly and retains its shape all day.

ELEVATE PERFORMANCE QUARTER-ZIP
Designed for technical layering. Smooth fabric provides post-sweat comfort and coverage.

EASY STREET
Designed for post-play and recovery. An everyday favorite and odor-fighting.

SHOP MEN'S TOPS

WOMEN'S TOPS

WOMEN'S BOTTOMS

WOMEN'S TOPS

WOMEN'S BOTTOMS

W WOMEN MEN SPORTS CUSTOM

FREE PREP KIT WITH ANY LEATHER FOOTBALL PURCHASE

When it comes to preparing a leather football, there are a few key steps to ensure its optimal performance and longevity. Make sure you are ready for your upcoming season with this limited time bundle.

SHOP FOOTBALLS

THE DUKE NFL FOOTBALL **OMEGA GAME BALL** **GET AUTHENTIC GAME BALL** **DUKE REPLICA FOOTBALL**

SHOP NOW SHOP NOW SHOP NOW SHOP NOW

HOW TO PREP A FOOTBALL

You'll never get this game unprepared as you should your football? We've breaking in a football, from preparing your Wilson football, to ensuring its ability and smooth the life of the ball.

LEARN MORE

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FREE PREP KIT WITH ANY LEATHER FOOTBALL PURCHASE

W WOMEN MEN SPORTS CUSTOM

GAME, SET, MATCH

Explore classic, sophisticated silhouettes that go from court to cafe. Mix and match our most favored styles to keep your looks fresh and cool. We mean that literally.

SHOP MEN'S SHOP WOMEN'S

SEAMLESS CREW
Never miss a matchup with this tee, designed for full range of motion in your upper body and engineered ventilation in those same high-wear areas.

SHOP NOW

MIDTOWN SKIRT
Experience our off on a traditional tennis skirt, a premium material that you'll find with a playful and ladylike flair to play tennis, or at the mall.

SHOP NOW

EVERYDAY BRAMI
An absolute must-have item to layer with goggles and caps. Just the right amount of coverage to do it all.

SHOP NOW

WILSON @ f o t

UNSUBSCRIBE | VIEW IN STORE | PRINT/EMAIL

TOURNAMENT SHORTS
Beat the heat in these feather-light, breathable tennis shorts that are perfect for long days on the court.

SHOP NOW

W WOMEN MEN SPORTS CUSTOM

SPRING INTO OUR BLUES

Whether it's a crisp cerulean polo or a casual navy jacket, blue garments effortlessly exude a sense of sophistication and style. Dive deep into this month's color story and see for yourself.

SHOP MEN'S SHOP WOMEN'S

MEN'S TOPS **WOMEN'S TOPS**

MEN'S BOTTOMS **WOMEN'S BOTTOMS**

DRESS TO IMPRESS
As spring approaches, it's time to revamp your wardrobe with stylish and functional pieces that are designed to take you from court to cafe.

SHOP DRESSES

BOGO TENNIS SHOES
Buy one pair of shoes and get 50% off the second. This weekend only.

SHOP NOW

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SPRING INTO OUR BLUES

W WOMEN MEN SPORTS CUSTOM

END OF SEASON SALE

25% OFF
SELECT OUTDOOR VOLLEYBALLS

THESE SAVINGS ARE EASY TO SEE

Only Wilson VST™ (visual spin technology) uses a vibrant color palette and Optic Flow graphics that make it easier to see ball spin and direction against the diverse backdrops of beach volleyball and right now all Optix beach volleyballs are 25% off for a limited time.

SHOP NOW

AVP OPTX GAME VOLLEYBALL **NCAA OPTX GAME VOLLEYBALL** **AVP ARX GAME VOLLEYBALL** **AVP OPTX REPLICA VOLLEYBALL**

SHOP NOW SHOP NOW SHOP NOW SHOP NOW

25% OFF OUTDOOR VOLLEYBALLS

Right now, score great deals on select beach volleyballs, but don't wait - this offer is only available for a limited time.

SHOP NOW

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THESE SAVINGS ARE EASY TO SEE

W WOMEN MEN SPORTS CUSTOM

FROM THE COURT TO THE CONCRETE
Celebrate New York's slam with exclusive product from the global leader in tennis. Shop all-new performance rackets and tennis apparel, all available at Paragon.

SHOP MEN'S SHOP WOMEN'S

LIMITED-EDITION GRAPHIC TEES
Don't miss special-edition Wilson t-shirts. Available exclusively in-store.

NOIR: LATEST RACKET RELEASE
Defensive balls with the latest performance racket design. All Black frames. All-black accents. All-black everything. Check it out and get it first to upgrade your game.

SHOP NOW

Wilson

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FROM THE COURT TO THE CONCRETE
Celebrate New York's slam with exclusive product from the global leader in tennis. Shop all-new performance rackets and tennis apparel, all available at Paragon.

SHOP MEN'S SHOP WOMEN'S

MEN'S TOPS WOMEN'S TOPS

W WOMEN MEN SPORTS CUSTOM

EVERY DAY, EVERY PLAY
Shop this season's game-changing lineup of Pro Stock, Game Model and Custom ball gloves so you can catch some fresh balls coming your way.

SHOP BASEBALL SHOP FASTPITCH

A2K A2000 GAME MODEL CUSTOM

SHOP NOW SHOP NOW SHOP NOW SHOP NOW

GLOVE DAY IS BACK!
Follow along as Alex gains up our favorite pros with the most trusted gloves in the game. We've worked to make our best behind-the-scenes footage.

LEARN MORE

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EVERY DAY, EVERY PLAY
Shop this season's game-changing lineup of Pro Stock, Game Model and Custom ball gloves so you can catch some fresh balls coming your way.

SHOP BASEBALL SHOP FASTPITCH

A2K A2000

W WOMEN MEN SPORTS CUSTOM

OUR BEST-SELLING COMBINATION

Explore classic, sophisticated silhouettes that can be mixed and matched for any activity you have in mind. Effortless summer style is here.

SHOP MEN'S SHOP WOMEN'S

PLAYER'S SEAMLESS CREW & TOURNAMENT SHORT
Sometimes it's not just about facing your opponent, but also the weather. This winning combination is perfect for on-court hot days.

EVERYDAY BRAMI & MIDTOWN SKIRT
Our off-on must have design with its eye-catching target of motion without shifting with your move.

EVERYDAY BRAMI MIDTOWN SKIRT

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OUR BEST-SELLING COMBINATION
Explore classic, sophisticated silhouettes that can be mixed and matched for any activity you have in mind. Effortless summer style is here.

SHOP MEN'S SHOP WOMEN'S

PLAYER'S SEAMLESS CREW TOURNAMENT SHORT

W WOMEN MEN SPORTS CUSTOM

SUMMER CHECKLIST: SHORTS AND SKIRTS
Make dressing for the heat easy in our breathable, lightweight bottoms - designed with your every move in mind.

SHOP MEN'S SHOP WOMEN'S

WOMEN'S SKIRTS

TOURNAMENT SHORT Midway Short Doubleday Short Tennis Volley Short
Our most technical, lightweight short. Unlined. Stretch-friendly fabric for all-day wear. Unlined. Seamless, ventilating fabric for quick games and days on the move. Unlined. Breathable design for quick games and days on the move. Unlined.

POLOS FOR EVERY WAY
With spring just around the corner, now is the perfect time to refresh your wardrobe with our trendy and comfortable polos.

SHOP MEN'S SHOP WOMEN'S

EMBRACE THE SHADE
Cool up with our essential essentials to stay cool and trendy all summer long!

SHOP NOW

Wilson

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SUMMER CHECKLIST: SHORTS AND SKIRTS
Make dressing for the heat easy in our breathable, lightweight bottoms - designed with your every move in mind.

SHOP MEN'S SHOP WOMEN'S

MEN'S SHORTS WOMEN'S SKIRTS

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Our most technical, lightweight short. Unlined. Stretch-friendly fabric for all-day wear. Unlined. Seamless, ventilating fabric for quick games and days on the move. Unlined. Breathable design for quick games and days on the move. Unlined.

W WOMEN MEN SPORTS CUSTOM

OUR MOST-LOVED PIECES

Experience our sport-inspired basics with the durability and adaptability that can take you from court to club.

SHOP MEN'S SHOP WOMEN'S

THIS JUST IN...
Shop our new arrivals, when they're always something new shipping.

SHOP NEW ARRIVALS

LIGHTWEIGHT LAYERS
Shop our collection of essential layers that suit your personal style without losing functionality.

SHOP MEN'S SHOP WOMEN'S

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OUR MOST-LOVED PIECES
Experience our sport-inspired basics with the durability and adaptability that can take you from court to club.

SHOP MEN'S SHOP WOMEN'S

MEN'S TOPS WOMEN'S TOPS
MEN'S BOTTOMS WOMEN'S BOTTOMS

W WOMEN MEN SPORTS CUSTOM

YOUR SEASON STARTS WITH GST
From high school to college, no football is used on as many fields, as many schools, and in as many championship games as the GST. Our tried and true ball is a must have for your season.

SHOP GST SHOP FOOTBALLS

GST KEY FEATURES

THE NATION'S #1 BALL
Official ball of over 200 NCAA & high school state associations.

MORE CONTROL
Accurate Control Lacing provides more grip in all conditions.

GAME SAVING TECHNOLOGY
Seams on stripes provide 82% more grip to aid in release.

HANDCRAFTED IN THE USA
GSTs are handmade by skilled craftspeople in Ada, Ohio.

HOW TO PREP YOUR FOOTBALL
You'll never get into a game unprepared. We'll show you how to prep your Wilson GST football. Mark the laces in a baseball glove, prep your Wilson football, and you're ready to go. The GST is designed to be ready to go and extend the life of the ball.

LEARN MORE

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GAME SAVING TECHNOLOGY HANDCRAFTED IN THE USA
HOW TO PREP YOUR FOOTBALL

