

Lotto Sport Italia

Lotto Sport Italia is an Italian sports equipment manufacturer based in Trevignano, near Treviso. The company manufactures and commercialises sporting and casual clothing and footwear (including sneakers, and football boots). Its clothing line includes T-shirts, jackets, shorts, and leggings and goalkeeper gloves.

History

Lotto was established in 1939 by the Caberlotto family (who were the owners of the football team F.C. Treviso) in Montebelluna, northern Italy, the world centre of footwear manufacturing. In June 1973, Lotto made its debut as a sports footwear manufacturer. Tennis shoes signaled the beginning of production, followed by models for basketball, volleyball, athletics and football.

Sports clothing was the company's next venture. In the first ten years, Lotto focused on the Italian market. During its first decade, corporate strategy concentrated on making tennis footwear and clothing, and early on sponsored big names from the professional tennis circuit (Martina Navratilova, Boris Becker, Thomas Muster, Andrea Gaudenzi).

Lotto Sport Italia

	
Type	<u>Private</u>
Industry	<u>Textile</u> <u>Sports equipment</u>
Founded	1939 in <u>Montebelluna</u> , Italy
Founder	Caberlotto family
Headquarters	<u>Trevignano</u> , Italy
Area served	Worldwide
Products	<u>Sportswear</u> , <u>casual wear</u> , <u>sneakers</u> , <u>football boots</u>
Brands	Legenda Works
Website	<u>lotto.it</u> (<u>https://www.lotto.it/</u>)



The Lotto shop in Hong Kong

In the 1980s, Lotto moved on to broaden its business base by competing among the then-small group of manufacturers of football boots and clothing. Lotto began to create its first football boot models and signed major collaboration agreements with internationally renowned players and teams. Tennis players John Newcombe, Andrés Gómez and José Luis Clerc wore the brand's tennis products.

The first sponsorship agreements in football were signed with players (Dino Zoff and Ruud Gullit) and teams, such as Milan (1993–98), the Dutch national team, Napoli (1994–97), Juventus (2000–03), Chievo and Spanish club Real Zaragoza. Professional footballers provided input in

both the design and fine-tuning of the products. This involvement together with the athletes' public images helped make the company a leader in tennis and football. During this same period, Lotto expanded into the export market, and its international business grew rapidly. Ten years later, the brand was being distributed in more than 60 countries around the world.

In June 1999, the company was taken over a group of local business people who were already very active in the sports area. It was headed by Andrea Tomat, who took on the role of President and CEO of the new company. The company was renamed *Lotto Sport Italia* and its new owners focused on the brand's strengths of dynamism, innovation, quality, Italian design, passion and an extremely effective customer service program.

Today, Lotto distributes its products in more than 70 countries through independent sports stores, specialty chain stores and large stores with sports departments; the brand used on wristwatches is *Lotto Time*.^[1] The company is pushing the development of corner and flagship stores, which are now widespread in Italy and in other countries.^[2]

Distribution





Lotto distributes its products in over 110 different countries through independent sports article stores, specialized chain-stores and large stores with specialized sports departments. Special emphasis is placed on monobrand stores (flagship stores, street stores, factory outlets) as well as corners and shop-in-shops.

Sponsorships are an important part of Lotto's business. In addition to its latest agreement with USPTA and its technical partnerships with the ATP, WTA Tour and Wimbledon, Lotto is visible at all Grand Slam tournaments and championship series and has been a part of the Italian Open for more than 30 years. More than 120 professional players now wear the "double diamond" logo, including the No. 1-ranked women's doubles team of Virginia Ruano Pascual and Paola Suarez.

Sponsorship

Football

National teams

-  Cook Islands
-  Samoa
-  Tonga
-  Vanuatu (from 2022)

Club teams


-  San Martín de San Juan (From 2024 season)
-  Pardubice
-  Racing Club TPO (From 2022-2023 season)
-  Atlético Bucaramanga
-  Deportivo Cuenca
-  El Nacional
-  Dijon FCO
-  HKU23
-  Shillong Lajong F.C.
-  Hapoel Hadera F.C.
-  Maccabi Netanya F.C.
-  Sektzia Ness

-  [Arzignano Valchiampo](#)
-  [U.S.D. Città di Fasano](#)
-  [Luparense](#)
-  [Monza](#)
-  [Kedah FA](#)
-  [Sabah FC](#)
-  [Perak FC](#)
-  [Perlis United](#)
-  [Southern United](#)
-  [Waitakere United](#)
-  [Sportivo Luqueño](#)
-  [Cusco FC](#)
-  [Sport Huancayo](#)
-  [Universidad Técnica de Cajamarca](#)
-  [Wigry Suwałki](#)
-  [Maritzburg United](#)
-  [Racing de Ferrol](#)
-  [Konyaspor](#)
-  [Kramatorsk](#)

Tennis

-  [Bradley Mousley](#)
-  [John Millman](#)
-  [Dennis Novak](#)
-  [Tomás Barrios Vera](#)
-  [Elise Mertens](#)
-  [Kateřina Siniaková](#)
-  [Kristýna Plíšková](#)
-  [Jiří Veselý](#)
-  [Petra Martić](#)
-  [Alize Cornet](#)
-  [David Ferrer](#)
-  [Carla Suarez Navarro](#)
-  [Jule Niemeier](#)
-  [Sumit Nagal](#)
-  [Aisam-ul-Haq Qureshi](#)
-  [Agnieszka Radwańska](#)
-  [João Sousa](#)
-  [Kevin Anderson](#)
-  [Lloyd Harris](#)
-  [Viktor Troicki](#)
-  [Lesia Tsurenko](#)
-  [Ons Jabeur](#)

Esports

-  [Team Empire](#)^[3]

See also



Excludes articles found in [Category:Sporting goods manufacturers of Italy](#).

- [Sergio Tacchini](#)

References

1. [Lotto Time \(http://www.extroitaly.it/lotto/rivenditori_lotto.asp?cod_regione=5\)](http://www.extroitaly.it/lotto/rivenditori_lotto.asp?cod_regione=5) Archived (https://web.archive.org/web/20110712092937/http://www.extroitaly.it/lotto/rivenditori_lotto.asp?cod_regione=5) 2011-07-12 at the [Wayback Machine](#)
2. "History of Lotto Sports in "Football Shirt Culture" website" (<https://web.archive.org/web/20120311151810/http://www.footballshirtculture.com/20070126164/history/history-of-lotto-sport.html>). Footballshirtculture.com. 2007-01-26. Archived from the original (<http://www.footballshirtculture.com/20070126164/history/history-of-lotto-sport.html>) on 2012-03-11. Retrieved 2011-12-07.
3. "Team Empire partners with Lotto in long-term deal" (<http://empire.gg/publications/30997/?lang=en>). 17 May 2019.

External links

- [Official website \(https://www.lotto.it/\)](https://www.lotto.it/) 

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