

Andy Murray-backed Castore signs major deal with Silverstone

Sportswear brand Castore has signed a major deal with the home of the British Grand Prix, Silverstone.

The Manchester-headquartered company will launch a new e-commerce store for Silverstone and be the exclusive merchandise reseller, with the Castore x Silverstone Lifestyle and Fanwear ranges being available to purchase.

The business, which will also be the teamwear supplier for Silverstone, is backed by the likes of Andy Murray and the billionaire owners of Asda, the Issa brothers.

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Castore will also be doing a fit out of the new Silverstone Megastore, where the Castore x Silverstone Lifestyle and Fanwear ranges will be available, along with Castore's mainline collections and other Silverstone merchandise.

Castore's brand director for motorsport, Rich Brooks said: "Better never stops at Castore and with that ethos we're always striving to form partnerships with like-minded brands.

"Silverstone is a perfect alignment with Castore as we're two premium British brands that are passionate about motorsport, innovation and providing exceptional experiences.

"We're so excited about being able to provide our Castore x Silverstone Lifestyle collections and fanwear in Silverstone's Megastore. It's not lost on us how iconic it'll be to see the Silverstone team wearing our exclusive teamwear collections too."

Silverstone's commercial director, Nick Read, added: "We're truly excited to join forces with Castore to improve the Silverstone leisurewear collection for fans and to develop a brand new team uniform.

"I am confident, through this partnership, that we will be able to provide the highest quality range of clothing for our customers and fans."

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