

Jay-Z-backed merchandise giant Fanatics launches online Olympic shop ahead of Paris 2024

A global merchandise and equipment retailer valued at \$18bn and backed by Jay-Z has partnered with the IOC to launch an online Olympic Shop ahead of Paris 2024.

Fanatics, which runs its international operations outside of North America from its Manchester base, also works with the likes of Manchester United and Everton.

The shop comes as Paris 2024 marks its 1,000-day countdown to the opening of the next Olympic Summer Games.

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Through the Olympic Shop, fans will be able to purchase official Olympic and Paralympic Games merchandise produced by licensees and suppliers appointed by the IOC and the Organising Committees of the upcoming Games editions, Paris 2024, Milano Cortina 2026 and LA28.

Fanatics was valued at \$18bn in August after it raised a further \$325m to expand into new sectors.

Investors in the funding round included Japanese telecoms company SoftBank Group, private equity firms Silver Lake, Insight Partners, and Eldridge, US rapper Jay-Z and his Roc Nation entertainment company, Major League Baseball and TWG Sports Media & Entertainment.

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“This is an exciting launch for us, as fans from an increasing number of territories will be able to purchase official Olympic merchandising and connect with the magic of the Olympic Games ahead of each edition,” said Timo Lumme, IOC television and marketing services managing director.

“We are looking forward to collaborating on this new shop with the Organising Committees of Paris 2024, Milano Cortina 2026 and LA28 to engage with a broader fanbase and offer collectibles and goods that convey the values of the Olympic Movement, in line with the IOC Global Licensing Strategy.”

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Edouard Bardon, licensing managing director at Paris 2024, added: “The official Olympic Shop is a new and unique way to share the dynamism of the Games with as many people as possible, starting from today, 1,000 days before the Opening Ceremony of the Paris 2024 Games.

“Over the next three years, Paris 2024 will unveil more than 10,000 licensed products accessible to everyone. The first products are already available on the online shop, and we will gradually offer new products as we go along in order to satisfy all desires and all audiences until 2024.”

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