





BRITISH RUGBY

CONCEPT

British Rugby is a brand born with its own strength.

Rugby goes beyond the game itself.

Because rugby is its rules, but also its spirit.

The spirit of the game exalts it.

It reflects loyalty, chivalry, noble character, honor and respect.

This brand takes the values of rugby to everyday life.



Rugby involves values that run deep,
British Rugby helps to spread them.



Rugby is a way to be formed,
to socialize and to have fun.



TARGET

Those who share the values of rugby.
Who see clothing as an extension
of their way of being and living.
People that play in life. That put the shirt on.
And because they are pure values, there is no age limit.



It is a strong brand, full of symbolisms,
coined in the origin of the sport.
And widespread, with dominant and powerful symbols.
Being part of this brand is naturally accepted and shared,
British Rugby has an undeniable sense of belonging.





CASUAL WEAR













SPORT WEAR



BRITISH RUGBY









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