

Olympic footwear and apparel relaunches in SA

Sportswear brand Olympic is relaunching in South Africa with a refreshed brand and product offering following low visibility over the last decade. The initial range of Olympic products will focus on the running and football categories.



Source: Supplied

One of the oldest sports brands in the country, Olympic has existed since 1918 with the brand going through various phases of development as it moved into the new millennium.

Gary Van Rooyen, well known in the competitive sporting world having represented South Africa in four different sports, is spearheading the return of Olympic into the Southern African market.

“It was time to refresh the brand and offer South Africans an excellent branded product at an affordable price,” says Van Rooyen.



Gary Van Rooyen. Source: Supplied

In a press statement, Olympic says that Van Rooyen is ideally suited to lead his young and competent team as they launch the Olympic brand back into the consciousness of active South African consumers. Van Rooyen has worked on various global sports brands in South Africa and also led the team that successfully launched New Balance into the local market.

Brand positioning

Van Rooyen continues, “We are very clear around our positioning of the brand in the market. We believe that there is a clear space for a strongly branded product in the lower price point range and that is where we intend to place and grow Olympic.”



Under Armour SA names Darren Cooke as new MD

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He adds, “The ‘new look’ Olympic brand positioning is very exciting – it boasts a footwear and apparel range that includes all the latest internationally recognised ‘performance improving’ attributes, while being backed up by an international quality assurance system. The brand prides itself on bringing new products to life that includes ‘new tech’, while being easily affordable.”

Olympic is launching a full apparel and footwear range, available from selected sports retail stores. All ranges will also be available for purchase online from www.olympicsa.co.za/

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