



PRESS RELEASE

BOAST, THE IRREVERENT, CULT TENNIS BRAND IS REVIVED UNDER NEW OWNERSHIP

*--the original American tennis brand, known for its Japanese Maple Leaf logo,
is driven by its tennis roots and aims to capture a new sports lifestyle audience--*

(West Palm Beach, FL.) August 22, 2024. BOAST was founded in 1973 by an All-American, New England-based squash player and tennis pro when tennis ruled culture and was driven by rebels and icons both on-and-off the court. The brand was designed to infuse a lighthearted irreverence into traditional country club sports, and with its ambiguous Japanese Maple Leaf logo, BOAST brought a unique spin to sport and leisure lifestyle. Now, under the new ownership of footwear industry veteran, Matthew Feuer, the brand is looking to reclaim its stake in the tennis and racquet sports, athletic, and sport-leisure categories.

BOAST has a storied history, from reigning on the courts of country clubs in the 1970's and 1980's to being featured on Tom Cruise's character, Joel Goodsen, in the hit *Risky Business*. BOAST was defined by the tennis greats of the era and was the "sporty" label of choice, representing an American perspective on tennis and racquet sports. The logo, a symbol of strength and endurance, also signaled individuality and rebellion. While evoking a subversive allure, BOAST remained traditional in design focusing on classic silhouettes and details done in high quality materials.

The brand was largely dormant in the 1990s and early 2000s, until 2011 when a string of creatives and designers put their mark on BOAST such as Brendan and Ryan Babenzian, Minnie Mortimer, and Andy Spade. Now, under the leadership of Feuer, BOAST apparel, gear and accessories will be defined by the brand's authentic athletic heritage, a low-key sense of humor and elevated product design and materials.

Feuer, president and founder of The Leather Group, is a thirty-year veteran in the footwear industry. With BOAST, he looks to pivot from supply-side to brand-side leveraging his deep knowledge and perspective supplying brands such as New Balance, Adidas, Timberland, Vans, and Clarks and experiencing first-hand successful brand strategies. "In the 80s, I played high school tennis and always loved BOAST. As a teen, it felt unique and special to wear the apparel," said Feuer, owner BOAST LLC. "I appreciate the BOAST legacy and authenticity rooted in sport. BOAST was established in the world that other brands are inspired by and we want to embrace and expand on this history."

Building on an established classic lifestyle aesthetic from the brand's tennis roots, the current team plans to reissue pieces from the archives and reinterpret garments that are a nod to its heritage. The brand plans to lean into the cultural emphasis on tennis and racquet sports, and marry this with innovation and elevated materials such as the brands Peruvian Pima cotton and mother-of-pearl details for styles that work for sport and lifestyle pursuits. Strategic collaborations will play a role in shaping the future of BOAST, as well as venturing into sports outside of tennis and squash, including padel.

Current BOAST cult favorites can be found on www.boastusa.com and at select country clubs and retail partners including the International Tennis Hall of Fame. Apparel ranges from the bestselling BOAST Court Short (MSRP \$60) to the Club Polo (MSRP \$95) and layering pieces such as the Greenwich Quarter Zip (MSRP \$98). Accessories and gear are also available including Tangerine x BOAST pickleball paddles, The Torch™ tennis racquet, branded retro socks and hats.

-more-



For more information on BOAST, please contact Kate Tetirick, BOAST PR at kate@boastusa.com.

About BOAST

BOAST, founded in 1972 by an All-American, New England-based squash player and tennis pro, is the Original American Tennis Brand. BOAST infused a lighthearted irreverence into the traditional country club sports culture and brought a unique spin to the sport and leisure lifestyle that ruled the era, juxtaposed to the traditional European tennis brands. Now, under new ownership, the BOAST brand is building on an established classic lifestyle aesthetic and its tennis roots to capture a new audience, while remaining authentic to brand fans who appreciate the BOAST heritage. BOAST apparel offers classic silhouettes and details done in elevated materials, including Peruvian Pima cotton and mother-of-pearl buttons for styles that work for sport and lifestyle pursuits.

For more details on BOAST apparel, gear and accessories, please visit www.boastusa.com.

XXX