

FASHION

Perry Ellis to Link With NHL for 4 Nations Face-Off Tournament

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BY JEAN E. PALMIERI

Perry Ellis International is partnering with the National Hockey League and the NHL Players Association for the upcoming 4 Nations Face-Off.

The seven-game international tournament featuring Canada, Finland, Sweden and the U.S. will be held in Montreal from Feb. 12-15 followed by Boston from Feb. 15-17. The championship game will be played on Feb. 20 in Boston.

In addition, Perry Ellis has signed Florida Panthers and 4 Nations Face-Off USA forward Matthew Tkachuk as an off-ice ambassador during the tournament, a relationship that will continue throughout the NHL season when he will be featured in print and video ads for the company.

As an official 4 Nations Face-Off partner, Perry Ellis will provide tailored looks for the American players. Marketing imagery will also be featured on the NHL's Digitally Enhanced Dasherboards during all nationally televised 4 Nations Face-Off games on ABC, ESPN and TNT, and Perry

Ellis will also be featured in arena branding in Boston during the tournament.

The company will also have a presence in the Face-Off Fan Village in Boston from Feb. 15-17 where a caricature artist will engage with fans.

"As a brand, we're increasingly finding ourselves drawn to the incredible communities in sport," said Oscar Feldenkreis, president and chief executive officer of Perry Ellis International. "After years of reimagining our modern, All-American style and finding success in other sports partnerships, we are thrilled to be teaming up with the NHL and NHLPA to continue demonstrating how fashion is driving a cultural movement within the sports community."

"We are excited to welcome Perry Ellis to the NHL family to engage our passionate fans in the United States around 4 Nations Face-Off," said Max Paulsen, vice president, global business development for the NHL. "The brand has done a tremendous job bridging the cultural intersection of sports and fashion, and this breakthrough partnership allows our league to be a part of that greater conversation. We're excited to see how they engage with our fans and for our fans to experience what Perry Ellis has to offer."



Matthew Tkachuk in Perry Ellis.