

# New York Giants' Ishaq Williams styled by REINGE clothing

*NFL linebacker and Notre Dame Alum, Ishaq Williams, gets styled and outfitted by New York based menswear brand, REINGE clothing, who create clothing athletes.*

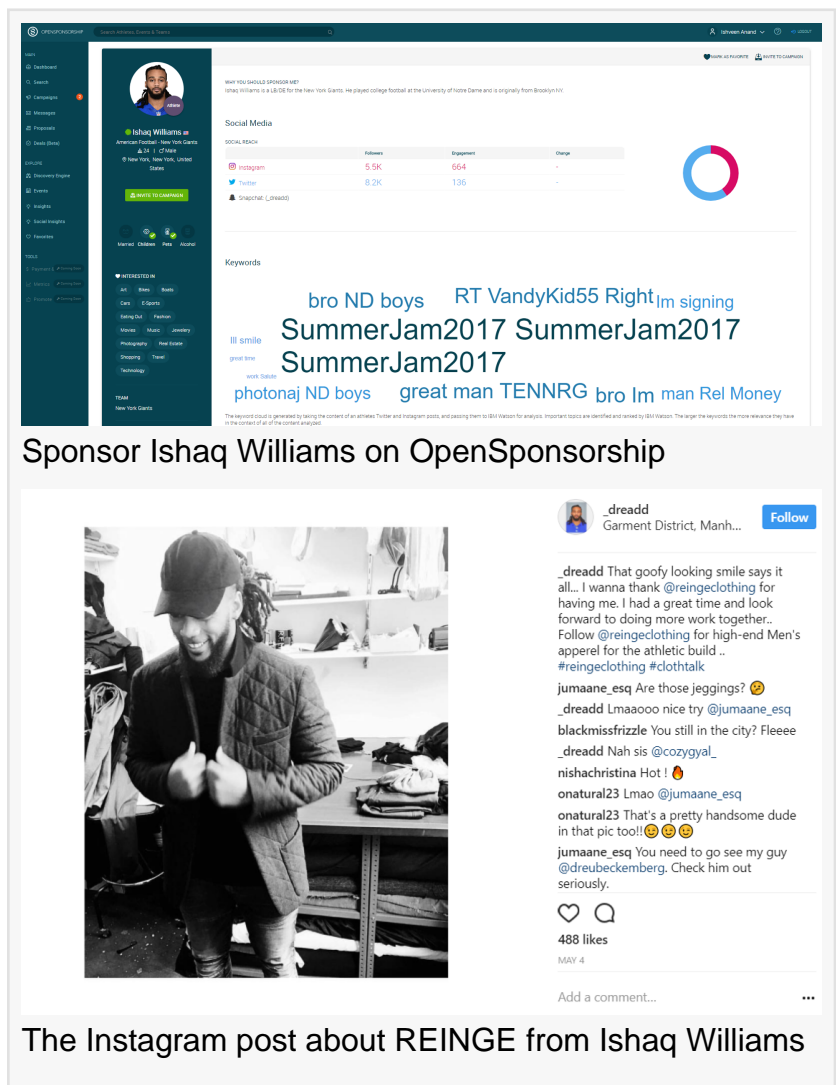
NEW YORK, NEW YORK, UNITED STATES, July 6, 2017 / EINPresswire.com/ -- Athletes and fashion go hand-in-hand, whether that be Russell Westbrook and his fashion lines stocked in Barneys or True Religion, or the Fashion show at the NBA All Star Weekend, David Beckham being his own fashion icon as well as married to the Fashion Queen, Victoria Beckham and even Venus Williams creating her own brand EleVen.

A big problem for many athletes, however, is despite the collaborations, and creating their own labels, most of these brands can't cater to the professional athlete. Whether that be because the ratio of calf/thigh to waist size is different to the average person or the arms too long, or the shoulders too wide.

This is where [REINGE clothing](#) steps in with its custom design, well-fitting collection and aim to help athletes look good off-court. With multiple successes under their belt, REINGE once again proves its need, by styling NFL athlete and Giant's linebacker, [Ishaq Williams](#). Williams is a New York local, growing up in Brooklyn and attending Lincoln High School before playing football at Notre Dame. In the pitch to REINGE, William's agent included the note "he is 6'5" 257 lbs and has issues shopping for stylish clothes that fit him well." Commenting on his personal fashion style, he added "growing up in Brooklyn I am urban and casual."

REINGE used 3D body-scanning technology to create a tailored clothing specifically for athletes. The startup is integrating data into fashion in a way that maintains the integrity of design intent but provides tools that better serve the style, fit, and authenticity of the customer.

The connection was made possible thanks to [OpenSponsorship](#), the largest two sided marketplace in the world. OpenSponsorship, a Venture Capital backed sports tech startup, enables companies to



The screenshot shows the OpenSponsorship profile for Ishaq Williams, a New York Giants player. The profile includes a bio, social media links, and a table of social media statistics. Below the profile is a sponsored Instagram post from @dreubekemberg, featuring a photo of Ishaq Williams wearing a REINGE jacket and a caption from @\_dredd thanking @reingeclothing.

Social Media	Followers	Engagement	Change
Instagram	5.5K	664	-
Twitter	8.2K	136	-
LinkedIn (LMAOO)			

**Keywords:** bro ND boys RT VandyKid55 Right im signing SummerJam2017 SummerJam2017 SummerJam2017 photonaj ND boys great man TENNRG bro Im man Rel Money

**Sponsor Ishaq Williams on OpenSponsorship**

**The Instagram post about REINGE from Ishaq Williams**

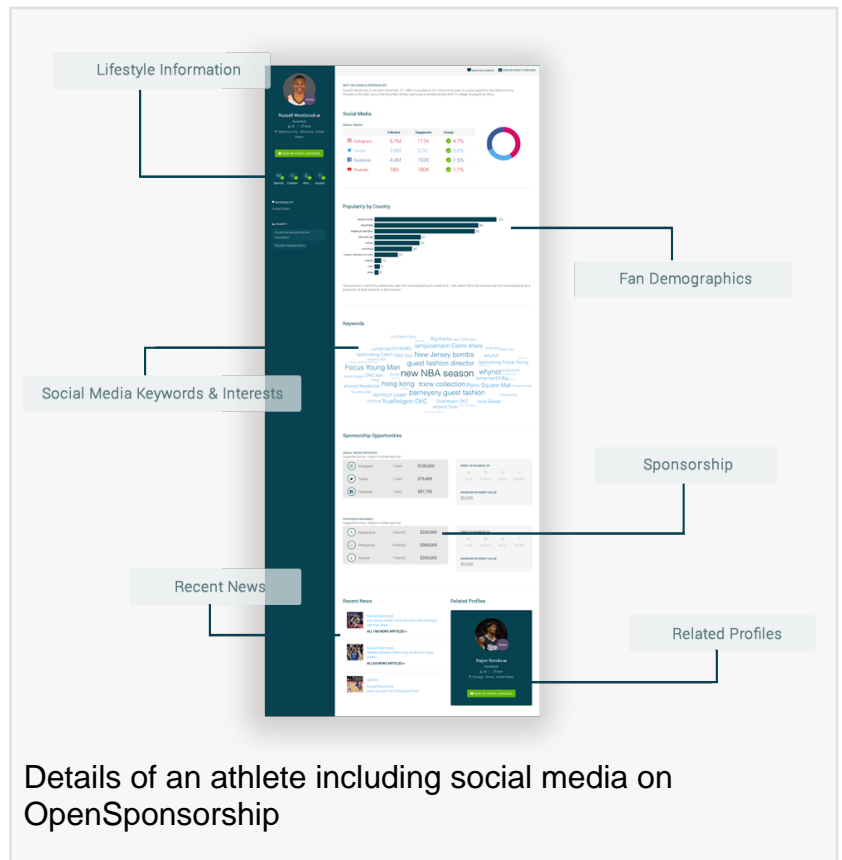
highlight their brand to over 2500 athletes and matches the right partnerships based on criteria such as social media, location, athlete enthusiasm for the product and sport.

**About REINGE clothing**  
REINGE is a brand centered on the modern athlete: both physical build and off-court lifestyle. Beyond the contemporary, well-fitting collection, REINGE aims to help athletes succeed beyond sport both personally and professionally. REINGE was founded in 2014 and strives to create high-end streetwear for all athletes.

**About Ishaq Williams**  
Ishaq Williams, 24, has played on the New York Giants since 2016. Before playing for the Giants, he played at University of Notre Dame and had many achievement there including 22 tackles in 13 games, and he forced a fumble, which returned for a 77-yard touchdown.

**About OpenSponsorship**  
OpenSponsorship is a sports technology marketplace connecting brands to athletes, teams and sports events for sponsorship opportunities. The company backed by notable VCs in New York, San Francisco and Hong Kong and is headquartered in New York. The company mission is to make sports sponsorship more accessible, transparent and accountable. The company was named a finalist in the Sports Technology Awards, and the founder and CEO Ishveen Anand was included in the Forbes 30 under 30 sports list.

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