

# InStitchu and Open Sponsorship to Bring Custom, Made-to-Measure Suits to NBA's Future Stars

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[EINPresswire.com/](http://EINPresswire.com/) -- InStitchu, the fast-growing, made-to-measure menswear brand, has announced a partnership with Open Sponsorship. Through Open Sponsorship, InStitchu introduced their custom, tailored, made-to-measure suits to top NBA draft picks, including Wendell Carter Jr., (7th pick), Kevin Knox (9th pick) and Shai Gilgeous-Alexander (#11 pick).

InStitchu created a remote version of their Showrooms and brought in their expert InStitchu Stylists to guide NBA draft picks through their signature fit process. Attendees were treated to a luxurious tailoring experience where every aspect of their suit – from the buttons to the lapels – was uniquely created to fit them and their style. Each basketballer had their exact measurements taken in order to create a suit that would fit each individual's body perfectly. Whether these future stars were looking for a more wild, patterned suit to really stand out, or something completely classic like a Navy tux, InStitchu was on hand to make sure the fit was perfect.

“The beauty of custom tailoring is the ability to create the perfect fit for all men – no matter your body type, weight, or height. NBA players are fashion pioneers, and we are thrilled to be able to connect with the sports' future stars,” said Noni Balian, managing director, InStitchu New York.



InStitchu and Kevin Knox



InStitchu and Donte DiVincenzo

“The fact that there was an “NBA Style Award” at last year’s NBA Awards Show proves that fashion is truly taking over the NBA. InStitchu is giving young talent the opportunity to express themselves off the court in a way that is completely unique to them, their bodies and their style. For young players in particular, this is a huge win” said Jason Bergman, Sales Manager, OpenSponsorship.

Through the Open Sponsorship partnership, InStitchu fit six athletes and secured partnerships with many of them beyond the gifting suite. For example, Donte DiVincenzo, former Villanova star and the newest member of the Milwaukee Bucks will be wearing his InStitchu suit to the 2018 ESPYs, where he is nominated for “Best Championship Performance” after winning the NCAA Final Four Most Outstanding Player Award.

### About InStitchu

InStitchu was created in 2012 to reinvent the way men traditionally shop by making quality, made-to-measure, custom, tailored suits and shirts convenient and affordable to gentlemen all over the globe. With a seamless online and Showroom experience, customers have complete control over their garment design. Men can enjoy an old-world tailoring experience with a dedicated Stylist at an InStitchu Showroom, book a Travelling Stylist to come to them, measure and order online from the comfort of their home, or measure their favorite fitting garment.

InStitchu Tailors are Savile Row trained and use only the highest-quality, natural fabrics including Woolmark Certified 100% Australian Merino wool, linen, cashmere, cotton and mohair to create customer’s one-of-a-kind garments with. InStitchu currently has Showrooms across New York City, Sydney, North Sydney, Melbourne, Brisbane, Adelaide, Canberra and Auckland. with plans to expand further.

### About OpenSponsorship

OpenSponsorship is a sports technology marketplace connecting brands to athletes, teams and sports events for sponsorship opportunities. The company is 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

Jason Bergman  
OpenSponsorship  
5162977501  
email us here



InStitchu and Wendell Carter Jr.

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