

q pride: CHAMPIONS

In celebration of Pride month, cult streetwear brand Champion officially launched their Australian and New Zealand first Pride range, Champions of Pride, and its partnership with the Queer Sporting Alliance.



Championing a cause, celebrating community, and aiming to create real change, the capsule collection is proudly inspired by the colours of Pride in a selection of signature Champion tees, iconic reverse weave hoodies, bucket hats, caps and socks.

The bold offering is brought to life by five artists, from Australia and New Zealand's booming creative industries, who represent inclusivity, solidarity, identity and advocacy within the LGBTQIA+ community.

Australian musician Jesswar, artist Frances Cannon, DJ and producer Sullivan, artist Joseph and New Zealand dancer Elvis Lopeti are the unified faces that give this progressive range a heartbeat. Throughout the campaign, each talent champions a bold colour of Pride and shines light on a chosen word that reflects their individual journey. The words of the collective include – infinite, carefree, self-love, proud and dream.

"A never-ending expanse of self-expression is how I define Queer community, this idea of the infinite, undefinable I find really powerful," said Sullivan.

"When you love yourself, and trust yourself, nothing else really matters, you know? Cause you got you and it's a beautiful thing. That's what I'm all about, that self-love right now," said Jesswar.

The launch of the range marks a union between Champion and the Queer Sporting Alliance (QSA), Australia's & NZ's largest LGBTQIA+ community sporting club. The organisation aims to ensure that sport is a safe place for everyone, and Champion will support the QSA through uniform and fund donations throughout the partnership.

"In all of our rainbow dreams, QSA couldn't have dreamt up a more aligned partnership. It is very clear to us that Champion is fully committed to learning more about how to best support LGBTQIA+ folk and their allies access community sport. We are here and Queer for it," QSA President & Founder Stella Lesic said of the partnership.

With the Champion brand roots deeply entrenched within the sporting sphere, helping support and create an inclusive space for the LGBTQIA+ community to play sport was deeply important to the brand.

Champion's bespoke customisation offering includes three Pride patches that will provide 100% of profits directly to the Queer Sporting Alliance. Customers are also invited to make a donation to the QSA online or in-store at purchase.

The brand worked directly with members of the LGBTQIA+ community throughout every aspect of the campaign, including queer screen culture not-for-profit Sissy Screens. Show your true colours and be a Champion of Pride today.

"Be you. Be free. Be who you wanna be"
- Elvis Lopeti.

For more information, go to
www.champion.com.au

