

Hibs aim to transform fan experience for supporters in Scotland and across the globe

Hibs are planning to transform the fan experience for supporters in Scotland and across the globe.

The club has announced a new omnichannel retail and merchandising partnership with Fanatics, a leading global digital sports platform.

The long-term partnership sees Fanatics become the exclusive operator for Hibernian FC's official online store, while also operating the Club's stadium store at Easter Road and event retail.

As part of the deal, Fanatics will also design, manufacture and distribute additional Hibs fan product, ensuring supporters will have access to an extensive assortment of club merchandise including officially licensed replica kits, training and lifestyle wear.

The online Hibernian Direct store – which will launch tomorrow, Tuesday 11 June – has been re-built from the ground up on Fanatics' industry-leading Cloud Commerce Platform (CCP), which is used and trusted by many of the largest football organisations in the world including Chelsea, Paris St Germain and the FA.

Fanatics is also committing significant financial investment towards fully refurbishing the Hibernian FC stadium shop, which will re-open for fans in late June.

Hibs' Head of Commercial, Murray Milligen, said: "We are committed to delivering a first-class retail experience to our supporters, so partnering with Fanatics – a world leader in sport – was the natural next step for us.

"We look forward to showing our fans the refreshed online and Easter Road stores, which utilise Fanatics' global capabilities and vast experience across sport. This partnership is a ground-breaking one for Hibs and will have a hugely beneficial impact on our supporters."

This partnership adds to Fanatics' growing portfolio across European football, with the business having most recently partnered with Sunderland AFC to operate the Club's online and stadium stores. Fanatics also partners with many of the largest football clubs and international federations in the world, including Chelsea, Paris Saint-Germain, The FA, UEFA, the Argentine Football Association, the French Football Federation, the DFB, the Royal Belgian Football Association, Inter Milan, AC Milan, Aston Villa and Everton.

Fanatics, which has office and manufacturing facilities in more than 80 different locations across the world, will serve Hibs fans from its new 185,000 square-foot state-of-the-art distribution facility in Manchester, which ships to fans across more than 180 countries globally.

Anna Mitchell, Senior Director, International Business Development at Fanatics, said: "We are delighted to partner with Hibernian FC, which has a rich and storied history in Scottish football.

"We are committed to delivering for fans, no matter where they are in the world or how they may prefer to shop, and look forward to providing Hibs fans with the very best experience, shaped by our learnings drawn from across many of the biggest and best clubs in football."

Fanatics has a global partner network of over 900 sports

clubs, leagues and properties, including The FA, Chelsea, Aston Villa, Everton, Paris Saint-Germain, AC Milan, Inter Milan, The International Olympic Committee, UEFA, WWE, NFL, NBA, MLB, NHL, and Formula 1.