

Aigle, Official Boot Partner to The Boat Race, reveal launch of exclusive event boots

Submitted by: Bloxham PR

Friday, 15 March 2019

Official Boot Partner, Aigle have today announced a limited-edition collection of retail boots for The Boat Race will go on sale next week. The launch follows in the wake of yesterday's crew announcement, which saw the ladies and men's Oxford and Cambridge teams, including double Olympic gold medallist, James Cracknell, wear the crew boots for the very first time.

The Boat Race, a major London event between the UK's two most prestigious universities – Oxford and Cambridge – appointed Aigle as the Official Boot Partner, as revealed earlier this month.

The partnership sees Aigle exclusively produce boots for The Boat Race squads in the respective Oxford Dark Blue and Cambridge Light Blue. Handmade in France, Aigle boots are the result of more than 160 years of tradition and expertise.

Derived from the official team boot design, the limited edition retail boot will also be available in the University team colours and retailed to the public via www.aigle.com/uk/en, together with three flagship stores; House of Bruar in Scotland, Shepper & Woodward in Oxford, and Ryder and Amies Shop in Cambridge. Spectators of The Boat Race will also be able to purchase the retail boots on the day from the Aigle stand within the fan zone in Bishops Park. The boots will be priced at £95 and available in unisex sizing euro 36 to 46.

Contested over 4.25 miles of tidal Thames between Putney and Chiswick Bridges and spanning 185 years of bitter rivalry, the Race has become synonymous with British tradition and excellence. The Race, which usually takes place in the Easter break, is regularly attended by thousands of spectators and watched by million more at home.

Cambridge lead both the men's and the women's head-to-head records, by 83 races to 80 and 43 to 30 respectively.

The Race has established itself as the epitome of amateur sport, raced by scholar athletes who combine academic rigour with elite physical prowess. There is no greater occasion. A Race of excellence run by the brightest and best.

Aurélie Sandler, Brand & Consumer VP of Aigle, said: "We're delighted to partner with The Boat Race as their Official Boot Partner. We are proud of our history and heritage and are excited to work with a UK-based major event that also shares a strong history. We look forward to working with The Boat Race over the coming months."

The Boat Race will take place on Sunday 7th April 2019. The women's boat race will start at 2.15pm, with the men's boat race an hour later at 3.15pm.

For more information, brand comment, and high-resolution images of the product and The Boat Race crew wearing Aigle boots, please contact Kaylie Bloxham

