



A.G. SPALDING & BROS.
520 Fifth Avenue
NEW YORK

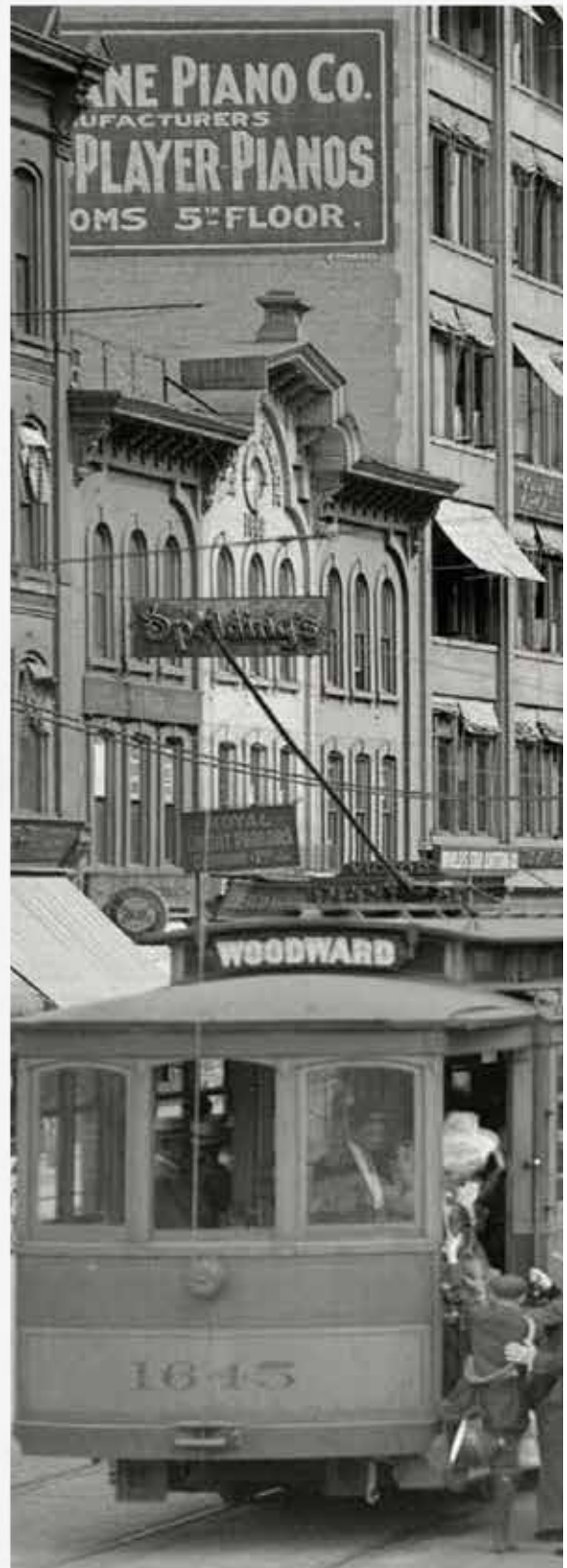


Brand profile Heritage

Albert Goodwill Spalding was born in Byron, Illinois, in 1850. Spalding's talent for baseball became apparent since childhood and he was only 22 when he debuted in the top American league, the NA (National Association). Spalding also proved a remarkable entrepreneurial spirit as a young man: in fact he takes part in the reation of the current National League (NL) in 1876, introducing rules and standards which are so far, are still part of modern baseball. With just 800 dollars as initial investments, and only five years later from his debut, Albert Goodwill founded Spalding and created the first official National league baseball ball. The company made significant changes to the equipment used in sport: gloves, footwear with cleats and uniforms, all designed to improve the performance. Between 1880 and 1898 Spalding's company set an excellent amount of records: it created the first tennis, football and golf ball in the U.S. and the very first basketball ball in the world.

The first Spalding shop was opened in 1885 in New York's most prestigious street: Fifth Avenue. A symbolic men's only store, born to provide the young up-and-coming East Coast college students will all the support they needed. Spalding took its full name from this exclusive shop: A.G. Spalding & Bros., 520 Fifth Avenue, NY.

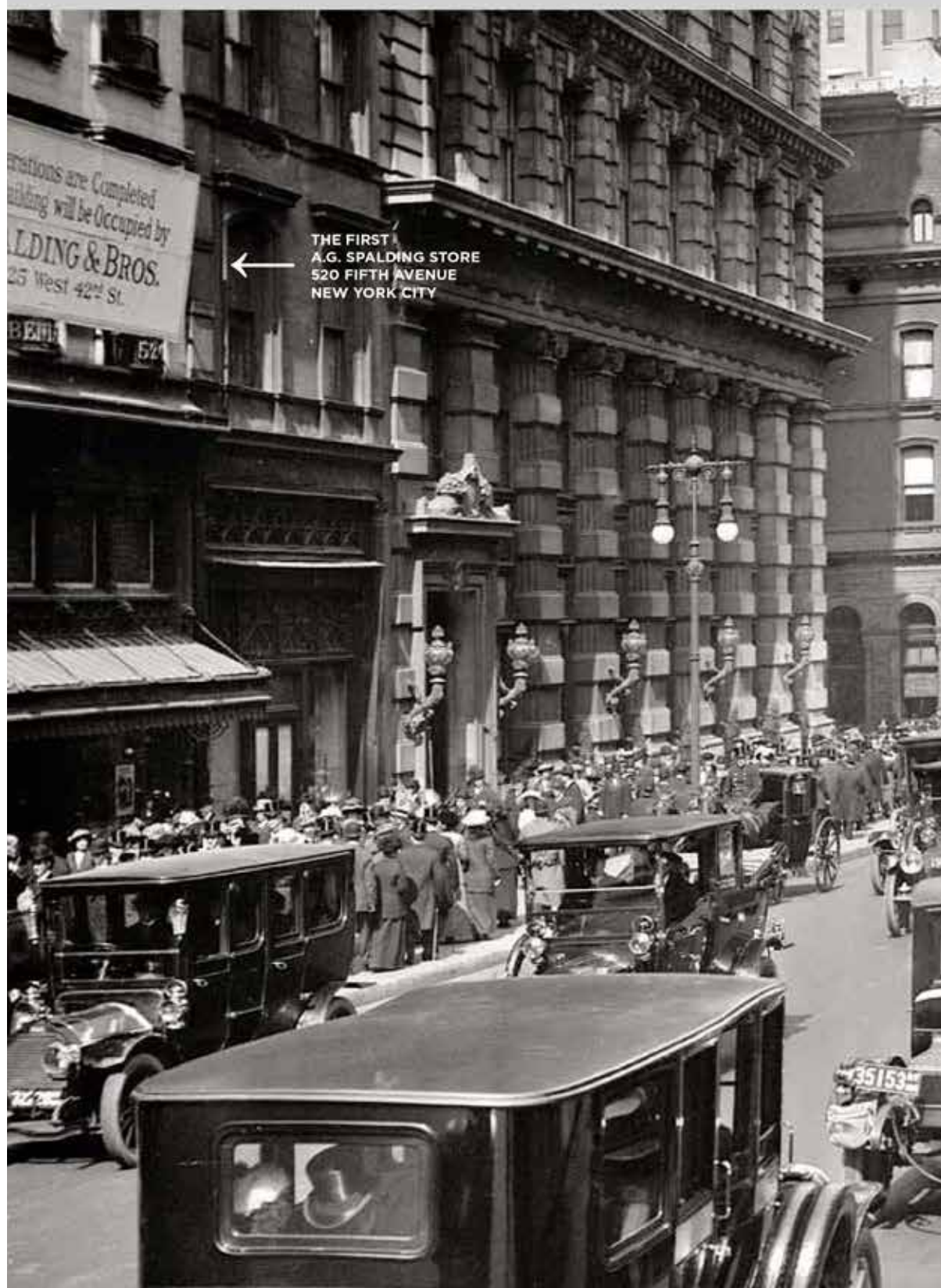
The company was personally run by Albert Goodwill until the early 20th century, when Spalding & Bros. had already open 14 stores, some of which overseas. Spalding's success has spanned more than 135 years. In addition to its sports range, it has developed a line of smart accessories and leather goods. Its founder's spirit has remained unequalled no matter the product: from bags to stationery, from watches to wallets: finely crafted leather, an evident attention to details, a taste of vintage America of the golden years, beautifully redesigned and updated. Elegance and character, from Albert Spalding up to present days, are what set A.G. Spalding & Bros. designs apart. Prestigious must-haves for those who share their style.



Brand profile
Heritage



A.G. SPALDING & BROS.
520 Fifth Avenue
NEW YORK



← THE FIRST
A.G. SPALDING STORE
520 FIFTH AVENUE
NEW YORK CITY

1000 PRICE 25 CENTS

SPALDING'S

ATHLETIC LIBRARY

6 The Official Authority on the National Game 19

WOMEN'S SEPTENNIAL REVOLUTION NATIONAL LEAGUE AMERICAN LEAGUE MINOR LEAGUES FULL ILLUSTRATED

A. G. SPALDING & COMPANY 1876

No. 100a Price 35 Cents

SPALDING'S

ATHLETIC LIBRARY

Official BASEBALL GUIDE

AMERICAN SPORTS PUBLISHING COMPANY 5 ROOM 817 - 17th St. - N.Y.C.

PRICE 25 CENTS

SPALDING'S

ATHLETIC LIBRARY

OFFICIAL Base Ball GUIDE 1934

AMERICAN SPORTS PUBLISHING COMPANY NEW YORK

1838 - ONE HUNDRED YEARS OF BASE BALL

NO. 372 • 35 CENTS

SPALDING'S

ATHLETIC LIBRARY

OFFICIAL BASEBALL GUIDE

1838

baseball Centennial

AMERICAN SPORTS PUBLISHING COMPANY NEW YORK



Basic collection

Basic is the core and continuous collection of the brand. Between a classic and a contemporary mood this beautiful products are updated each season. The collection is focused on stationery, bags, briefcases, watches and small leather goods. Soft leather, always tanned using vegetable and natural products, extra strong nylon and an evident attention to details characterized these items, realized with the most fine technology and with the peculiar Old American style.



basic collection
photodesk



Brand profile
Basic collection

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01/OFFICE

Luxury office items, from pen holders to pad holders, are the most representative expression of A.G. Spalding & Bros's real stationery division. Pens also are cult objects, made of refined materials and supplied in leather or aluminium cases.

02/BRIEFCASE

The brand's professional briefcases are known not only for the softness of their leather, always tanned using vegetable and natural products, but also for their robust and long-lasting qualities.

03/SMALL LEATHER GOODS

Small leather goods include a large selection of wallets, coins holders, credit card holders and key holders, all manufactured in high quality leather.

04/TIMEPIECES

Classic watches, realized with the distinctive "old-American" style and the most fine technology, are unmistakable style and distinctive details.



01



02



03



04



A.G. Spalding & Bros. has retailers in Italy, France, Spain and England.
In total, there are over 500 multi-brand outlets housing the A.G. Spalding & Bros. collections and over 60 "shop-in-shop" corners.

MILANO - Via Fiori Chiari 14

BOLOGNA - Via Farini 9/g

MODENA - Corso Duomo 40





Brand profile
Flagstore Bologna

A.G. SPALDING & BROS.
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Brand profile
Flagstore Milano

A.G. SPALDING & BROS.
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Brand profile
Flagstore Modena

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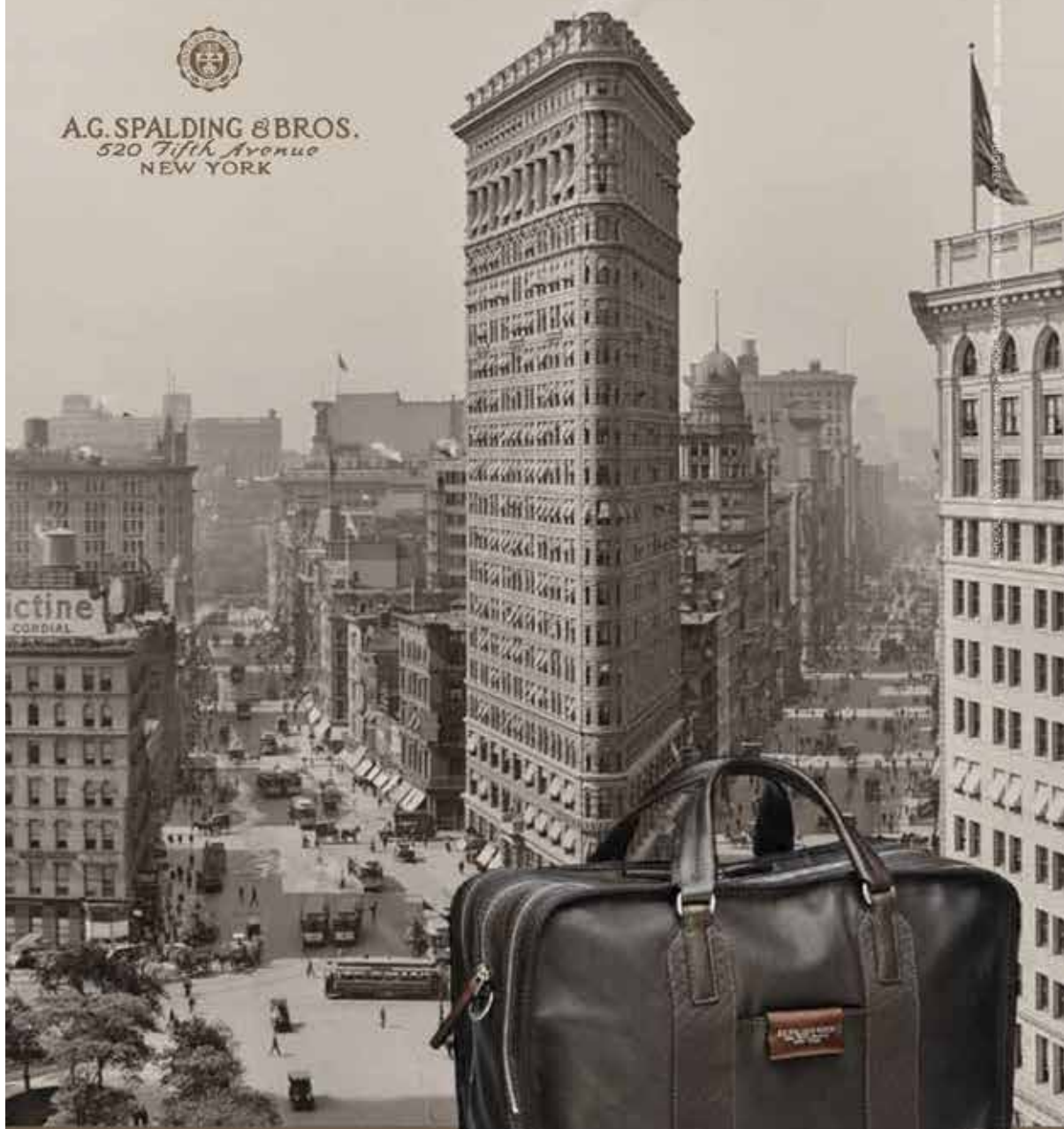
Brand profile
Advert



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NEW YORK



Il primo Shop A.G. Spalding nasce nel 1885
nella via più prestigiosa di New York,
la Fifth Avenue. Un negozio simbolo,
per soli signori, nato per fornire tutto
il supporto necessario alle giovani
promesse dei college di tutta la East Coast.

Since 1876

www.spaldingbros.it

WRITING - OFFICE - CLOCKS - TRIPCASES - SMALL LEATHER GOODS - BRIEFCASES - TRAVEL - FASHION - BLACK/NOTE - DIARY - BELTS - SUNGLASSES

Brand profile
Advert



A.G. SPALDING & BROS.
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NEW YORK





Brand profile Media

Media

The advertising communications are present on: Vogue, L'Uomo Vogue, GQ, Wired, Men's Health, Fashion, La Penna, Il Mondo del Golf, Pambiancoweek, La Repubblica, Il Sole 24 Ore, il Corriere della Sera and Il Resto del Carlino.





The **A.G. Spalding & Bros.** website can be browsed in Italian and English.
All news can be found on the website covering latest events, retail outlets
and press cuttings.

- www.spaldingbros.com
- www.spaldingbros.it





A.G. Spalding & Bros' press office handles reviews and articles referred to the brand on several media: newspapers, magazines, blogs, streaming channels, etc..





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520 Fifth Avenue
NEW YORK

BLUBOX

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