

Press Information

The Recaro online shop offers premium-quality apparel and accessories

The new Recaro Original: official merchandising products for fans of the brand

Stuttgart, Germany. Stylish and distinctive: an official range of Recaro merchandising products is available as of the end of April 2021. The new web shop at <https://recaro-shop.com> features a wide selection of premium-quality products in the categories of Apparel, Accessories, Home & Lifestyle, and Sport & Travel. From practical travel accessories and exclusive items to fan merchandise and Recaro shirts: customers will find new and original Recaro products in the three available collections of Urban, Classic, and Originals.

“We want to offer our customers the perfect outfits and accessories for business and leisure, whether at home or on the go,” explains Karolina Kern, Recaro Corporate Merchandising Manager. “At the same time, we want our merchandising products to bring the Recaro brand to life in a manner that goes beyond the world of seating.”

The official Recaro online shop offers products in four different categories: Apparel, Accessories, Home & Lifestyle, and Sport & Travel. The products range from basic shirts and elegant polos to fashionable sweatshirts and hoodies through to classic blousons. The accessories of the portfolio include upscale key rings with logo

engravings, handmade wallets, backpacks, and bags. Baseball caps, hats, scarves, multimedia accessories, and stationery round out the selection of products suitable for home, office, and travel.

“With our three collections of Originals, Classic, and Urban, we are addressing distinct target groups who are already familiar with our brand from the various business areas – Automotive, Kids, Gaming, and Aircraft Seating. These target groups include young car enthusiasts as well as classic car aficionados, business travelers, sports fans, and gamers. But we also want to win over new fans for the brand,” Karolina Kern says. For example, the **Urban collection** appeals particularly to people who have a sense of style that can be described as both sporty and fashionable. Authentic and distinctive are the words you might use to describe the **Originals collection**, which offers interested parties Recaro design with a minimalist touch. The **Classic collection** was inspired by the company’s history: There you will find timeless classics and premium-quality accessories that take up motifs from the Recaro history, such as the legendary Pepita pattern of the sport seat from 1965.

“At Recaro Holding in Stuttgart, we designed our collections with great attention to detail,” adds Salome Sämann, Recaro Corporate Merchandising Manager. “In doing so, we also applied the high standards of our seats to our initial merchandising products. For example, we give highest priority to quality in the selection of the materials in order to guarantee a perfect combination of premium characteristics, timeless Recaro design, and outstanding functionality.” The products of the Recaro merchandising shop at <https://recaro-shop.com> will initially be available only in Germany. In the coming months, the offer will be extended to other European countries. The portfolio will then be available worldwide by the end of the year.

In tandem with the official Recaro Originals merchandising shop at <https://recaro-shop.com>, the official Recaro Automotive fan shop has also gone online at <https://shop.recaro-automotive.com>: the collection, which includes premium-quality clothing and accessories, is geared toward performance drivers, classic car enthusiasts, and motorsport fans.

About Recaro Group

The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwäbisch Hall and Recaro Gaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group's consolidated sales amounted to more than 300 million euros in 2020. Currently the Group employs more than 2,200 employees at its locations around the world.

The Recaro brand is represented in the automotive seating business area by the licensee Recaro Automotive and in the child seat and stroller business area by the licensee Recaro Kids.

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