



Replay-Breuninger
pop-up

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THE BRANDS

Replay and Breuninger strengthen their alliance

by [Maria Cristina Pavarini](#) – April 02, 2024

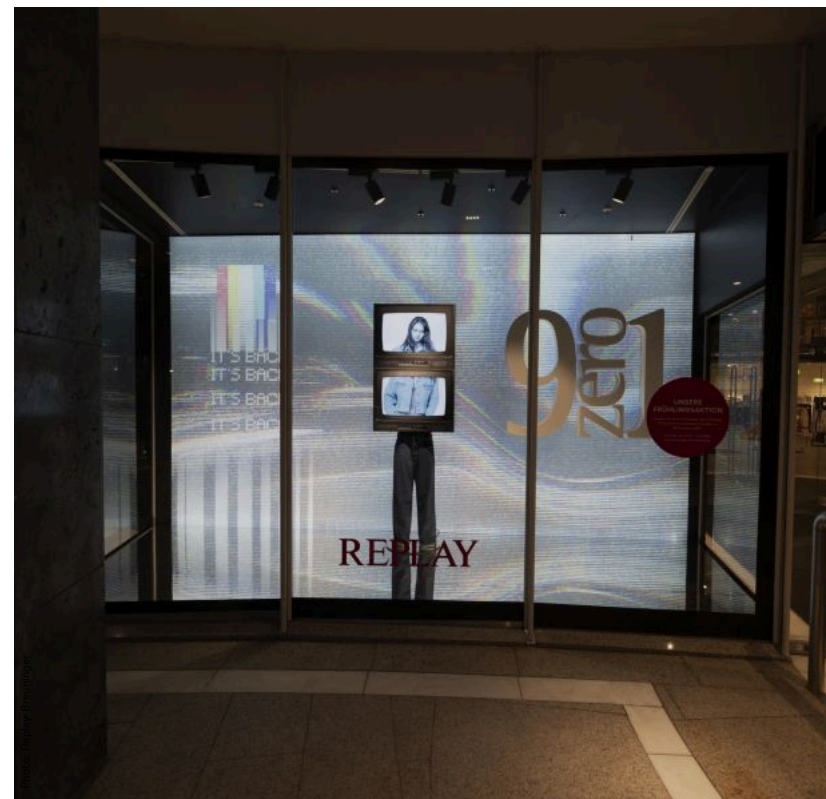
The Italian jeans brand Replay and the German department store Breuninger are launching a partnership, as part of a collaboration they had started before.



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It will focus on 9zero1, an iconic Replay jeans model of the '90s, and a connected new capsule collection. The new project will debut inside four Breuninger stores through specific pop-up areas exclusively furnished and inspired by the decade when that style started meeting a long-lasting success--in Munich, Stuttgart and Freiburg.

The aim of the project is to present customers the timeless designs and high-quality materials of this jeans model in a unique shopping environment.



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The revamped 9zero1 jeans will be offered in a total of five washes and will be completed by a matching denim jacket available in four variants.

The 9zero1 denim was once primarily intended for men, but is now considered unisex and is characterized by a straight cut

and comfortable fit and, as its motto says “One Fits All Generations”, this item is a timeless piece aimed at all genders and age groups.

“The reinterpretation of these jeans once again embodies our vision of diversity and individuality, and is also reflected in the selection of our campaign faces,” commented Matteo Sinigaglia, CEO, Replay, explaining that the campaign features personalities including Usain Bolt, Martin Garrix, Leni Klum, Paulo Dybala as well as the All Blacks and the soccer teams of PSG, Bayern Munich and Ajax.



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"They are not just models or professional athletes, but, above all, people who embody the essence of a style aimed at all faces, all places, all ages," he added underlining why choosing such different personalities expresses the brand's same vision to chose diversity and authenticity as key aspects for its future evolution.

"The pleasure of intensifying the collaboration with Breuninger for the 9zero1 launch is not only a further step towards a partnership-based future, but also an opportunity to make our message accessible to a wider audience," continued Sinigaglia.

The partnership between Replay and Breuninger will develop through a series of specific appointments already planned between March and May.



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It started from 25 March and will last until 13 April in Stuttgart's point of sale in Marktstraße 1-3, and in Munchen, in the Sendlinger Straße. 3 store, and it will continue from 3 April to 13 April in Stuttgart's Karls-Passage store. Then it will end up from 16 April to 4 May, in Freiburg's Kaiser-Joseph-Straße 169 shop.