

# Kappa Sportswear gears up for esports with Vexed Gaming partnership

**Manchester, August 2019:** Vexed Gaming has today announced a strategic partnership with Kappa Sportswear to provide tournament and casual wear to one of the UK's leading esports organisations.

The term 'kappa' may be known in the gaming world as a slang term to define a sarcastic statement, but Kappa is one of the most recognized clothing brands in the world. The new partnership with Vexed Gaming marks Kappa's official entry into the esports market

"The esports and gaming community is full of passionate individuals who strive for personal excellence – something we at Kappa embrace in all we do," said Joe Pilato, Sports Marketing Exec at Kappa UK. "These attributes are inherent to Vexed Gaming and we are delighted to make our official entry into esports by supporting the aspirations and motivations of such a dynamic, motivated and talented organisation."

Vexed Gaming, established in 2015, is one of the UK's leading esports organisations, fielding teams in CSGO, Fortnite, Hearthstone and Apex Legends. Along with a range of awards and domestic and international tournament victories, the organisation set up the UK's first dedicated team training facility; established the UK's first Varsity programme, helping bridge the gap between traditional education and esports; and has undertaken the UK's only collaboration with a professional football team, Leeds United.

"Kappa's entry into the esports arena is a marked step for the community and the industry. Kappa's iconic brand and individual styling is ideally pitched for gamers worldwide," said Mark Weller, Chief Gaming Officer at Vexed Gaming. "We are thrilled that, of all the teams in the world, Kappa has selected Vexed Gaming to show their support of esports teams and engage with the wider gaming community."

The new range of Kappa/Vexed team wear and branded leisure wear will be unveiled and available for purchase in September.

## About Vexed Gaming

Vexed Gaming is a leading British esports organization currently fielding teams in Counter Strike Global Offensive, Hearthstone, Fortnite, and Apex Legends. Vexed, uniquely, showcases exclusively British talent across its players and streamers.

You can follow Vexed on twitter @Vexed\_GG or at [www.vexed.gg](http://www.vexed.gg)