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Full Court Launches E-commerce Site Today

By LISA LOCKWOOD

Full Court, an athletic apparel line that focuses on tennis, will launch an e-commerce web site today at fullcourtsport.com. The collection, which includes highly functional fabrics and a strong color palette, is manufactured in Portland, Ore., and is designed by founder Marguerite Wade.

When the brand originally launched, it was sold to stores such as Opening Ceremony and Urban Outfitters. Wade has decided to evolve the business into an exclusive e-commerce play and will start with 12 styles online. The e-commerce site is designed by Steven Johnson Studio.

According to Wade, the collection is tennis-based and functional. "Everything has a ball pocket and capability for tennis," she said.

Wade, who is based in New York, is a recreational tennis player who loves the sport. The collection includes shorts, tennis skirts, a sweatsuit, a Windbreaker, a tennis dress, and a lot of leggings. Among the looks for spring are a dusty blue piqué sweatsuit; a kelly green Windbreaker with a subtle navy grid, and a teal tennis dress with black piping. Styles have such features as moisture wicking, odor resistant and breathability. The line retails from \$60 to \$285. Shipping will be handled out of the New York showroom.

Wade said she is sponsoring a Bulgarian juniors player, Daniella Dimitrova, and is interested in expanding upon that. "I'd like to get some U.S. juniors players as well. The big dogs have the big labels. It makes sense for independent designers to get in with the junior players," Wade said.

Wade explained that she wanted to design a collection that not only looks good, but can be worn after a woman is done playing tennis for the rest of the day. "People are wearing sports clothes 24/7. I've been doing that for a long time," she said.



A look from Full Court.
Tina Tyrell