

The National Women's Soccer League and Its New Retail Partner Rank + Rally Gear Up for Continued Growth

Enhanced NWSLShop.com experience and a fully-dedicated retail warehouse in place to support and deliver as fandom soars to new heights

The National Women's Soccer League (NWSL) recently launched a milestone suite of bold new kit designs for each of its 14 clubs that generated unprecedented sales. Ahead of that release, and to best deliver on the increased demand for NWSL merchandise, the league worked with its newly selected retail partner, [Rank + Rally](#), to develop more robust retail infrastructure, which includes an enhanced NWSLShop.com experience, and a brand new 10,000 square-foot warehouse located in Chicago that is fully-dedicated to fulfilling [NWSLShop.com](#) orders.

The warehouse, which officially opened this week, adds Rank + Rally staffers and an operational base that can continue to expand in support of the NWSL's growing momentum. The strategic Chicago location, near Rank + Rally's home base – the company is wholly-owned by [Levy](#) – is centrally placed for optimal distribution to the league's fan bases, which stretch from coast to coast and will expand to include new franchises in Boston and Denver.

“Our partnership with Rank + Rally is meaningful as the NWSL continues to expand our consumer footprint in the North American soccer space, while also growing our cultural relevance off the field,” said NWSL Vice President of Consumer Products Katie Eaton. “There has never been more interest in soccer and women's sports, and working with Rank + Rally enables us to give our fans the best consumer experiences we have to offer.” “Women's sports are absolutely exploding with new and passionate fans, and with the NWSL at the epicenter of it all, having the opportunity to support the league with a retail platform that can not only deliver today, but is designed for the growth of tomorrow is truly special,” said Emily Unruh, President of Rank + Rally. “Fandom should be seamless, so we're working to ensure a new jersey, shirt or hat is just a few easy clicks away from delivery.”

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