

**Company:** USPA Global/U.S. Polo Assn.  
**Company Description:** USPA Global is the company that manages the global, multi-billion-dollar U.S. Polo Assn. brand, the official brand of the United States Polo Association (USPA). Through over 1,100 U.S. Polo Assn. retail stores in over 190 countries, men, women, and children can shop for apparel, accessories, and footwear. In a partnership with ESPN, the sport of polo is now accessible to millions of sports fans  
**Nomination Category:** Achievement Categories  
**Nomination Sub Category:** Achievement in International Expansion  
**Nomination Title:** U.S. Polo Assn.’s Multi-Billion Dollar International Growth Outpaces the Industry



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 192 words used.**

U.S. Polo Assn. is the official brand of the United States Polo Association (USPA), the non-profit governing body for the sport of polo in the United States, founded in 1890. As one of the top five global sports licensors—alongside the NFL, NBA, and MLB—U.S. Polo Assn. has evolved into a multi-billion-dollar global brand offering apparel, footwear, and accessories in over 190 countries through more than 1,100 retail stores and thousands of wholesale points of distribution.

Managed by USPA Global, the brand has achieved consistent growth by blending its authentic connection to the sport of polo with strong digital strategies, immersive customer experiences, and deep regional partnerships. Its omnichannel business model and global licensing network have enabled the brand to exceed \$2.5 billion in retail sales in 2024, following a record \$2.4 billion in 2023.

U.S. Polo Assn. is also a media and sport brand, with global sport sponsorships, broadcast partnerships with ESPN and Star Sports India, and ownership of the USPA National Polo Center (NPC) in Florida. Its “Born to Play” positioning unites fashion and sport through storytelling, performance marketing, and philanthropy on a global scale.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

Since January 2023, U.S. Polo Assn. has accelerated its global footprint and retail performance through major market entries and record-breaking sales:

- Achieved \$2.5 billion in global retail sales in 2024, up from \$2.4 billion in 2023, with a near-term goal of \$3 billion and 1,500 stores worldwide.
- Expanded into several new markets, including Argentina, Australia, and Poland, adding to the brand's reach in 190 countries.
- Launched the brand in Argentina—a country rich in polo heritage—through partners Incom and Sur Pacifico.
- Entered Australia with a full retail operation, dedicated team, and localized e-commerce and warehouse distribution via Brand Machine Group.
- Debuted Homeware in five European markets (UK, Ireland, Poland, Germany, Scandinavia) to diversify category offerings and meet demand for lifestyle products.
- Expanded its broadcast footprint through an extended deal with ESPN through 2026 and a new deal with Star Sports India, exponentially growing viewership of polo worldwide.
- Established a billion-dollar growth strategy in India, launching a new e-commerce site (USPoloAssn.in), retail enhancements, and the “Legends Forever Play Together” campaign with Indian icons.
- Sponsored three major European polo tournaments in France, Germany, and Spain, as well as across the U.K., the Middle East and India to reinforce the brand’s sport-inspired positioning and engage consumers at prestigious events.
- Expanded digital engagement through 50 e-commerce sites in 20 languages and grew social media following to 10+ million users globally.
- Extended partnership with the Federation of International Polo (FIP)

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 250 words used.**

The achievements of U.S. Polo Assn. in 2023–2025 are unique due to the breadth, authenticity, and speed of global expansion—an accomplishment rarely matched in the licensed sportswear sector. While many brands remain focused on domestic or regional growth, U.S. Polo Assn. has expanded into several new international markets within a single year, an extraordinary feat for a licensed fashion brand today.

The brand’s ability to reach diverse audiences—from e-commerce-first markets like India to heritage-rich destinations like Argentina and high-growth regions like Australia—demonstrates a deep understanding of local consumer needs and cultural relevance.

Its direct-to-consumer growth model is also industry-leading, combining physical stores with branded e-commerce platforms in 20 languages. This strategy has fueled U.S. Polo Assn.'s rise to over \$2.5 billion in global retail sales, placing it among the top five sports licensors worldwide, alongside powerhouses like the NFL, NBA, and MLB.

Critically, U.S. Polo Assn.’s global reach is powered by a deep, authentic connection to the sport of polo—not just as a fashion aesthetic, but through content (e.g., ESPN and Star Sports), sponsorships (European polo championships, the most prestigious U.K. tournaments, the Dubai Polo Cup and more), and ownership of the USPA National Polo Center in Florida.

By contrast, most competitors in sports-inspired fashion rely on sport affiliations through endorsement or licensing deals. U.S. Polo Assn. is a rare case where the brand and the sport are intrinsically linked, giving it unparalleled legitimacy and storytelling power across global markets.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 229 words used.**

The following attached press releases and documents substantiate the major international expansion achievements detailed in this nomination:

- Global Financial Results 2023 & 2024: Highlights record-breaking sales of \$2.4 billion in 2023 and \$2.5 billion in 2024, with international growth in India, Latin America, and Asia Pacific.
- India Expansion Release: Details the launch of USPoloAssn.in and the “Legends Forever” campaign, reinforcing U.S. Polo Assn. as India’s #1 casualwear brand and future billion-dollar market.
- Argentina Market Entry: Demonstrates expansion into one of polo’s most historic markets, further strengthening brand authenticity.
- Australia Launch: Describes the comprehensive entry strategy, including a new warehouse, local e-commerce, and showroom led by Brand Machine Group.
- Homeware Launch in Europe: Marks the diversification of product categories into homeware across several new markets.
- Star Sports and ESPN Broadcast Deals: Show the expanded global reach of the sport of polo, and how U.S. Polo Assn. is uniquely positioned as both a fashion and media brand.
- European Polo Sponsorships: Confirms support of high-goal tournaments in France, Germany, and Spain, showcasing international consumer engagement strategies.
- Other prestigious tournament sponsorships continue to build on the commitment and authenticity of the brand to the sport of polo which translates to consumer loyalty.

These documents, together, provide a comprehensive view of U.S. Polo Assn.’s extraordinary progress in international expansion.

**Attachments/Videos/Links:**

[U.S. Polo Assn.’s Multi-Billion Dollar International Growth Outpaces the Industry](#)

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