

Como 1907 Press Release: Cesc Fabregas And New Kit

Como 1907 have signed World Cup winner Cesc Fabregas – and the legendary midfielder will be pulling on a stunning new kit following a link-up between the Serie B side and fashion designer Didit Hediprasetyo. Fabregas, the former Arsenal, Barcelona and Chelsea star, has signed a two-year deal at the Stadio Giuseppe Sinigaglia after leaving Monaco.

Fabregas said: “It is an honor and a pleasure to join Como 1907. I have been extremely fortunate that my career has allowed me to play at the most wonderful clubs. Como is no exception. After lengthy talks with Mirwan, Dennis and Charlie, they explained in detail one of the most exciting and ambitious projects in football.

“This is why I am looking to build a long term future here not just on the pitch but also off it too. I believed in the vision from the first moment and I have decided to invest personally to be part of the bigger picture. I can not wait to get out on the pitch and play in front of the fans in such a beautiful setting. The tradition, infrastructure and desire that the owners have to take this Club to the next level is inspiring. I cannot wait to start.”

Fabregas won 13 major trophies in club football, including the Premier League, FA Cup, La Liga and the Europa League. He played 110 times for Spain, scoring 15 goals for his country, and won the European Championship in 2008 and 2012, either side of their World Cup triumph in South Africa.

Dennis Wise, Como 1907 CEO, said: “It gives us great pleasure to introduce and bring such a humble respectful guy to our football club. A player who has done so much in football and will now be a vital part of our ambitious plans for Como 1907.

“We have been building from the ground up to get to this position, making sure the chemistry is right. A player of the calibre and experience is vital for our three-year plan to get into Serie A. It’s where we belong and what our fans deserve. Welcome Cesc.”

In an exciting double announcement, Como revealed details of their new kit – designed by couture designer Didit Hediprasetyo – and the unique project behind it which will raise money for the local community.

“I wanted a design that draws inspiration from the bold serenity of the lake, so I commissioned artist Golnaz Jabelli to paint a vision of a variety of textures of water and marble that represent the energy” says Hediprasetyo.

Before fans can buy the new strip they will be able to get their hands on a digital print from Golnaz Jabelli’s original oil painting as a screensaver while lithographs will also be on offer.

They will be available on the club website priced from €10 to €50 and proceeds from sales will go towards a variety of restoration projects across Como, with each donation made earning a credit towards purchase of the kit. And in a further boost for Como supporters the club has promised to keep the same kit for at least two seasons while the ultimate goal is having the same design for FIVE years.

“Football kits and merchandise have become a considerable source of income for sports teams everywhere, but at the same time it can also be a burden for parents whose children expect them to buy the latest design every year. We want to make sure that is not the case in our club. We want to help the community, we strongly believe that as the club rebuilds so should we help the local community thrive. This initiative is a small step towards building a lasting and hopefully fruitful relationship between us and the people of Como.” says Mirwan Suwarso , an official representative of the ownership group.