

## Lotto turning heads with trendsetting, comfortable sporty lifestyle items

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Dhaka : In 1973, the globally renowned Italian sportswear brand Lotto commenced its operations in over 100 countries. Its iconic legacy comprised entering the Bangladesh market 13 years ago. Over the years, Lotto successfully expanded its footprint all over the country with 200 outlets, offering customers a wide and diverse range of footwear, sportswear, jerseys, tracksuits, and jackets, as well as state-of-the-art products for jogging and running.

Kazi Jamil Islam, Managing Director of Lotto, said this while talking to The Bangladesh Monitor at his office in the capital recently.

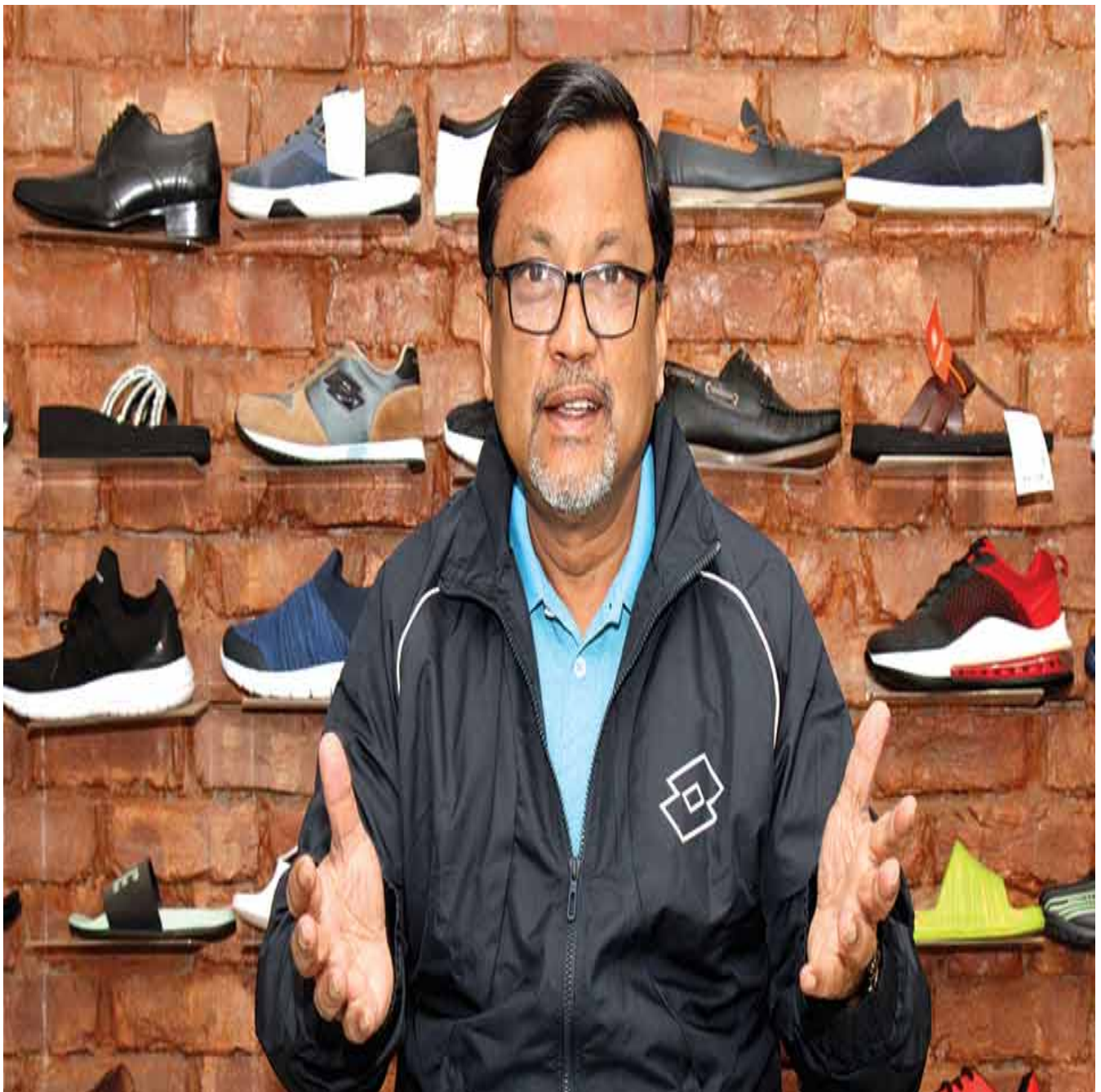
The list of the brand's items surpasses wearables even, to various sports accessories like backpacks, water bottles, caps, and others. This makes the brand the only global sportswear company that has its own production in Bangladesh that focuses on sporty lifestyle, according to

the Managing Director.

At the outlets, customers can find a diverse range of trendsetting products not only from Lotto but also from Lee Cooper-two global European lifestyle brands.

### Products for women

For women, the stores feature exclusively designed sports slippers, sandals, and sports shoes in vibrant colors, ensuring maximum comfort, style, and elegance, as well as trendy heels and dazzling, tech-based sandals, which ensure sophistication and comfort.



*Kazi Jamil Islam*

### Items for men

For men, the collections comprise performance shoes, sporty lifestyle shoes, running and jogging shoes, sports slippers, slides, and sports sandals, stylish tech-enhanced tracksuits, trousers, polos, t-shirts, as well as dress shoes, moccasins, and slippers-ideal for enjoying comfort while making heads turn.

Their collection also features trendy jeans, stylish gabardines, formal and casual shirts, polos, t-shirts, belts, and other items for men, with fashionable summer styles.

In the sports shoe market, the Managing Director claims that new segments, from lifestyle shoes to running shoes, are emerging as popular choices for men and women currently.

The wide collection range of Lotto offers everything for everyone, people from all walks of life as well of all ages, informed the Managing Director, adding the number one priority of the brand is to comfort for all.

#### Huge production capacity

Furthermore, what makes Lotto stand out from the other sportswear counterparts in the market is its huge production scale and capacity in the country, which also leads to reasonable price tags with no compromise on quality.

At their current one lac sqft state-of-the-art factory, a staggering number of 1000 people work at present. Thanks to this, Lotto is significantly contributing to sportswear manufacturing in Bangladesh, said the Managing Director.

Furthermore, positive environmental footprint and significant social contribution also adds to Lotto's good image among the customers in the market.

Even after successful operations of over a decade, the Managing Director believes Lotto has a long way to go. With more ambitious plans, the brand plans to go further and aims higher for the future ahead.