

7.11.2017

Ester Ledecká Welcomes New Partner

Parallel giant slalom snowboarding world champion and leading Czech Alpine skier Ester Ledecká will proudly wear the Robe Lighting logo on her ski and snowboard race suits for the upcoming winter season as the lighting technology manufacturer become a main sponsor of the 22-year-old snow sports queen.

"I am delighted to connect my name with Robe," declared Ester.

"I carefully choose both the members of my team and the partners with whom I work. Robe lighting really inspires me. Their products are excellent and reliable and used by some of the very best and highest profile artists and performers - from the Rolling Stones to Armin van Buuren!"

"Wearing Robe's branding on my race suits is a great honour ... and maybe Robe might name a light after me if I do really well this year" she jokes with a large smile ... " It could be called the S-T-R 2017!"

Ester is one of the main Czech medal hopes for the upcoming 2018 Winter Olympics in PyeongChang, South Korea.

Robe's marketing manager commented, "As a Czech company, dedicated to supporting the local community and economy, Robe also actively seeks to support talented domestic athletes and artists who share the same energies and vision."

"Ester is very close to us in her talents and attitude to life. She is a world leader in her genre which mirrors the global success of our products - agile, progressive and innovative - all of this connects us."

"This is why we want to support Ester in her most important season. We believe that the STR and ROBE connection will be fantastic ... and together we'll also bring some great experiences to our fans".



