

PALAIR's Miami Takeover: A Week of British Style & Padel Performance



Miami, Florida Mar 17, 2025 ([Issuewire.com](https://www.issuewire.com)) - [PALAIR](#), the new standard in precision apparel, is launching in the US, with an exciting week-long series of events across Miami, culminating at The Miami Open, where it will showcase the brand's proud British heritage and the compelling allure of Padel.

Conceived by visionary founder Sarah Horrocks, a British creative director and entrepreneur with a discerning aesthetic, PALAIR is designed to resonate with a global audience.

Miami has become a pivotal hub in the global padel revolution, a sport experiencing unprecedented growth worldwide. The city's blend of sunshine, social energy, and a love for active living has created a fertile ground for Padel's explosive popularity. Miami's vibrant lifestyle, coupled with its burgeoning padel scene, provides the perfect backdrop for PALAIR's US launch, aligning its brand with the city's culture and contributing to the sport's continued rise in the US.

From exclusive pop-up collaborations and Padel tournaments to wellness experiences and lifestyle events, PALAIR is showcasing its blend of "British Sophistication Meets Padel Performance."

With Padel deeply embedded in its DNA, PALAIR collections for women and men and accessories showcase unmatched complexity and attention to detail. The week's activities highlight the craftsmanship and design ethos of British brands, combined with the performance needs of the modern athlete, appealing to a global audience right here in Miami.

"We are thrilled to unveil PALAIR to the US market at The Show Miami and to celebrate with a week-long series of events, including The Miami Open, Reserve Padel, Racquet X, and IsMyLova Boutique," says Sarah Horrocks, Founder of PALAIR. "Partnering with the incredible Coles family, including Birgit, an investor whose belief in PALAIR is rooted in her passion for padel, and her commitment to growing the sport perfectly aligns with our brand's values. This allows us to showcase PALAIR's unique blend of British sophistication and athletic performance within Miami's vibrant, cosmopolitan atmosphere."

Mateo Coles, PALAIR Brand Ambassador, is bringing the brand's dedication to athleticism and style to the forefront as he competes for a P1 spot in the Premier Padel wildcard tournament. ([link to image of Mateo Coles and Fernando Belasteguin at the tournament](#))

Miami's own Coles family embodies the spirit of padel, and their journey is integral to PALAIR's US launch. From Birgit, who instantly fell in love with the sport, to Mateo, whose dedication propelled him from horseback riding to a top-30 US ranking, their story reflects the rapid growth of padel in America. Their presence at PALAIR's events underscores the brand's commitment to authentic engagement with the Padel community and their dedication to supporting the sport's burgeoning future.

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Images: Please find a selection of images in this [link](#).

About PALAIR:

PALAIR, founded by Sarah Horrocks, is a new apparel brand that bridges the gap between high-

performance sportswear and contemporary lifestyle fashion. With padel at its core, PALAIR creates products that are meticulously designed to meet the demands of a global audience, reflecting the elegance of British design and the performance needs of the modern athlete.

The week's events include:

- **The Show Miami (March 17-19):** PALAIR's official US launch showcase at the Miami Beach Convention Center (Stand Number 3053).
- **Exclusive Pop-Up Collaboration with IsMyLova, 400 Alton rd., TH-2A, Miami Beach, Florida 33139 (March 17-30):** A unique boutique collaboration showcasing PALAIR's collections.
- **PALAIR x Reserve Tournament (March 17, 6 PM):** An exciting padel tournament at Reserve Design District.
- **PALAIR Yoga x Padel Event at The Miami Open (March 22):** A special event featuring Fitness Ambassador Emmy Fairproud and padel pro-Matteo Coles plus a Biohacking Lab Experience
- **Ladies PALAIR x 6LoveSports Tournament at Racquet X (8 am - 10 am, March 22 & 23):** Showcasing women's padel talent.

Exclusive Opportunities:

- **Exclusive Coaching Clinics with Mateo:** Limited spots are available for a padel coaching clinic with Mateo Coles at The Show Miami on Monday 17 March, from 12 noon - 2 PM
- **PALAIR x Reserve Tournament, Design District (March 17, 6 PM)**
- **Founder Interviews:** Sarah Horrocks will be available for interviews to discuss PALAIR's vision and the growing padel phenomenon throughout the week.
- **Coles Family Interviews:** Meet the family who is helping to grow the padel sport in the United States and driving PALAIR's vision. Birgit Grossmann Coles, a D1 scholarship tennis player, US Open D2 Padel Champion, and fashion industry veteran, along with her son Mateo Coles, currently ranked 11th in the US, will be available for interviews to discuss their padel journey and the growing padel phenomenon.

To arrange interviews with Sarah Horrocks and Birgit Coles, please contact:

Media Contact:

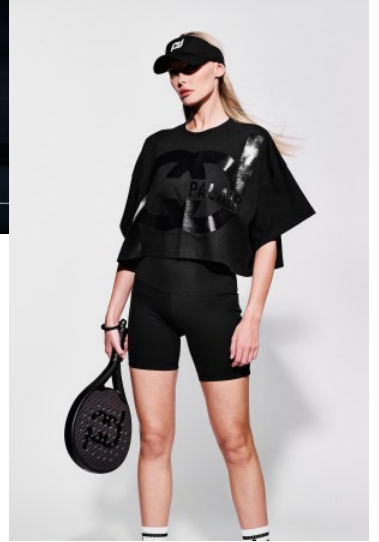
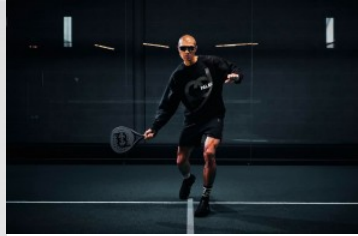
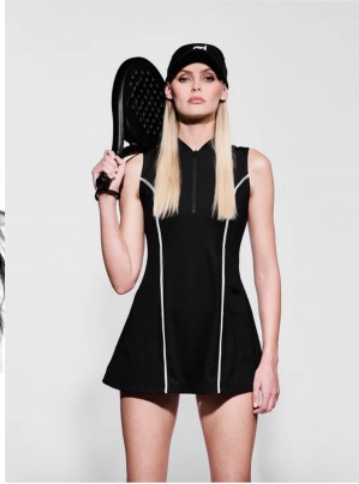
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