

ISC's first foray into the professional football market comes with the signing of UK League One team, the Milton Keynes Dons.

BREAKING THROUGH

Established in 2004 after Wembleton F.C. went into administration, the MK Dons compete in the third tier of professional football in the UK.

The MK Dons are one of 72 teams who compete in the Football League, that consists of three levels of competition sitting under the English Premier League named The Championship, League One and League Two, and sits under the UEFA banner.

Currently managed by Karl Robinson, the youngest manager in the Football League, and assisted by former England assistant manager John Gorman, Robinson will look to take the Dons back to the heights of previous seasons that have seen the club finish in the top four between 2006 and 2009.

The Dons are based out of Stadium MK in Donagh which seats 25,000 spectators. The Dons have been based here since late 2007 after previously playing out of the National Hockey Stadium in Milton Keynes.

The stadium is one of 15 put forward by the England World

Cup Finals Bid committee for the 2018 World Cup and if this bid is successful the ground will be expanded to seat 44,000.

Their partnership with ISC has seen the Dons take back the day to day operation of their Club Superstore and online store which will generate a large additional revenue stream.

The new playing strip was unveiled at a World Cup launch function at StadiumMK with MK Dons Chairman Peter Winkelmann embracing the ISC relationship and its potential for future success.

"Our existing partnership with ISC represents another groundbreaking moment for MK Dons," said Winkelmann.

"We become the world's first football club to sport this rising international brand and we have been impressed by ISC's commitment to providing our players with a stylish, quality and, very importantly, uniquely-designed kit!"



HOME JERSEY AVAILABLE IN CLUB SHOP



AWAY JERSEY AVAILABLE IN CLUB SHOP



ALTERNATE JERSEY AVAILABLE IN CLUB SHOP



MEDIA POLO AVAILABLE IN CLUB SHOP



PLAYERS POLO AVAILABLE IN CLUB SHOP



PLAYERS POLO AVAILABLE IN CLUB SHOP



POLAR FLEECE AVAILABLE IN CLUB SHOP



TRACKSUIT JACKET AVAILABLE IN CLUB SHOP



TRAINING T-SHIRT AVAILABLE IN CLUB SHOP



TRAINING T-SHIRT AVAILABLE IN CLUB SHOP



ELITE TRAINING TOP AVAILABLE IN CLUB SHOP



ALL WEATHER JACKET AVAILABLE IN CLUB SHOP



HOODY AVAILABLE IN CLUB SHOP



HOODY AVAILABLE IN CLUB SHOP



POLAR FLEECE AVAILABLE IN CLUB SHOP



ALL WEATHER JACKET AVAILABLE IN CLUB SHOP

