



 **Joma**
TENNIS

Spring/Summer 2026



HISTORY

The turning point in the company's growth was marked by the introduction of color in football. Fructuoso López launched the first colored boots in the nineties. They stopped being black to be dyed in other colors and forever revolutionize the playing field.

“IN 1965 I FOUNDED JOMA WITH THE COMMITMENT TO DEVOTE ALL MY EFFORT, TIME, AND LOVE TO THE COMPANY. 60 YEARS LATER, THAT IS EXACTLY WHAT WE DO.”

D. FRUCTUOSO LÓPEZ



Joma was born in 1965, founded by a young entrepreneur from Portillo de Toledo. In 1969, the first assembly line was established in Fuensalida with 20 employees.



Joma faces the challenge of globalization. Attends the ISPO in Munich for the first time, the most important European fair in the sports sector.



Joma launches in 1996 the famous campaign “COLOR IN FOOTBALL”. Revolutionizes the global market for football boots. Alfonso wears white boots, Morientes surprises with red ones.



Joma's product distribution expands to more than 120 countries. This makes it the leading Spanish sports brand and enters the top 10 worldwide. It also begins the opening of its own stores and corners.



Joma enters the Rio 2016 Olympics dressing 10% of the athletes, including 18 federations, the COE, and 8 other committees. It already has 10 subsidiaries in Spain, Italy, the United States, the United Kingdom, Germany, Mexico, Norway, Denmark, China, and Russia, with an annual growth of 20%. This same year, it reaches 4 million references between footwear and textiles.



Joma implements new robotic machinery in its international logistics warehouse with the aim of streamlining work, from product storage to package preparation for shipment worldwide. It manages to deliver 87% of sales ahead of schedule, reducing the margin of error to 1%.



Joma researches and develops to ensure that all its technologies are proprietary, constantly innovating to enhance performance and durability. Quality is its essence and the foundation of every product.



At the Tokyo 2020 Olympic Games, Joma outfits more than 1,500 athletes from 12 countries, including Spain, Portugal, Morocco, Jordan, Kazakhstan, Honduras, Malta, and Mauritius.



SCAN ME



TO KNOW MORE



The brand undergoes a new international expansion and expands its sales to over 140 countries thanks to its strategy to enhance brand image and its growing investment in R&D.

During the Paris 2024 Olympic Games, it sets a record for presence by outfitting 15% of athletes and becomes the Spanish brand with the highest representation in the world.



The largest store expansion in its history. The Brand Store concept drives a strong national and international presence, with renewed interior design and optimized spaces.

HISTORY

Joma Tennis



The **Roland** model arrives, which would become the star of the tennis footwear collection.

Joma fully enters elite tournaments by sponsoring the **Valencia ATP 500**. The number 9 in the ATP world ranking **Juan Carlos Ferrero** joins the JomaTeam.

The **FITP**, champion of the **Davis Cup**. This is the first time Joma is the technical provider of the prestigious tournament. Joma continues to expand its international presence by sponsoring the **Rome Masters 1000**.

Joma is steadily growing its presence in global tennis, equipping professional players and tournaments with high-performance footwear and apparel that combine innovation, durability, and style.

2007

2009-2010

2023

2025

1980

2008

2021

2024

The **first** line of tennis footwear is launched, a milestone for Joma's diversification.

Feliciano López is proclaimed champion of the **Davis Cup** with Spain wearing Joma.

Pablo Carreño wins the Olympic Bronze Medal in individual tennis at Tokyo 2020.

Joma revolutionizes tennis footwear technology by introducing the **CARBON STABILIZER** carbon plate.





SPONSOR

Joma Tennis



PABLO CARREÑO ALIONA BOLSOVA MARCEL GRANOLLERS ARIANA GEERLINGS ALEX MORO ARANTXA RUS NICOLÁS ÁLVAREZ LEYRE ROMERO DANIEL RINCÓN RUTH ROURA EVA GUERRERO



JESSICA BOUZAS PEDRO MARTÍNEZ KAITLIN QUEVEDO ALBERT RAMOS SARA SORRIBES CAMILO CARABELLI SOLANA SIERRA MARIANO NAVONE JULIA RIERA FACUNDO BAGNIS FACUNDO DÍAZ ACOSTA



TOMÁŠ MACHÁČ KATERINA SINIAKOVÁ MARIE BOUZKOVÁ MAGDALÉNA SMEKALOVÁ MARCO CECCHINATO NURIA BRANCACCIO FRANCISCO CABRAL JAIME FARIA OLIVIA NICHOLLS LIAM BROADY JUAN PABLO FICOVIC



MAGDA LINETTE MAKS KAŚNIKOWSKI PANNA UDVARDY FÁBIÁN MAROZSÁN TAMARA ZIDANŠEK IVÁN DODIG VIKTORIYA TOMOVA ALEKSANDAR VUKIC TEREZA MIHALÍKOVÁ ALEXANDRE MULLER DANIEL GALÁN



SPAIN



ITALY



SLOVAKIA



SERBIA

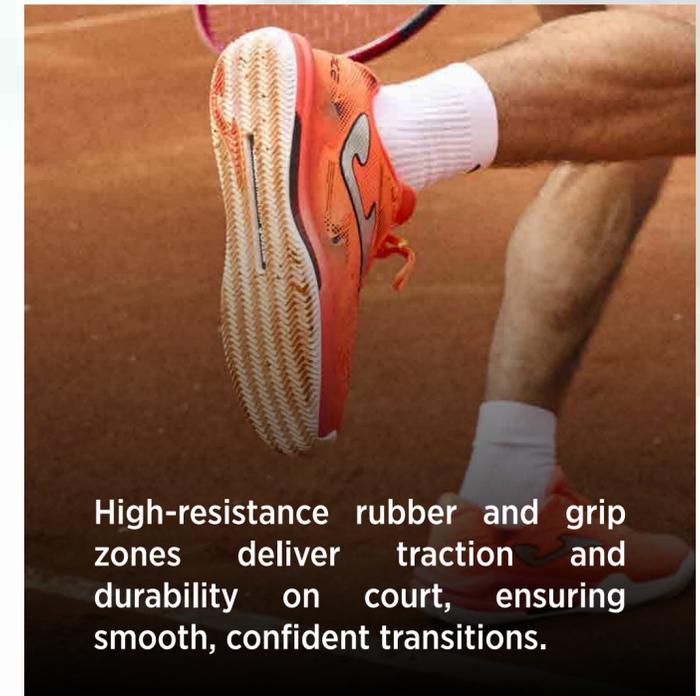
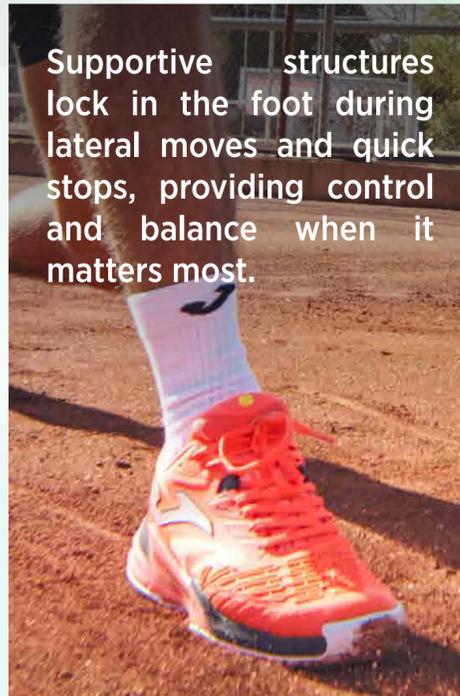
TENNIS FOOTWEAR

Competition Range



TECHNOLOGY

Tested by professionals



SCAN ME



TO LEARN MORE

Joma's tennis footwear is crafted to meet the demands of modern competition where speed, precision and consistency are key. Every element, from cushioning to grip, is engineered to support explosive movement, rapid direction changes, and long rallies. Designed with performance in mind, these shoes help you stay stable, cool, and responsive through every set.

 Joma Lab

COMPARATIVE CHART

Tennis Soles



ALL COURT

These soles are designed for hard or fast courts, optimized to withstand intense wear and abrasion caused by these types of surfaces. The sole pattern is designed to allow the player to slide smoothly and brake when needed, adapting to the rhythm changes demanded by the game. Additionally, its composition ensures great resistance, protecting the sole from the continuous impact required by this type of terrain.



CLAY

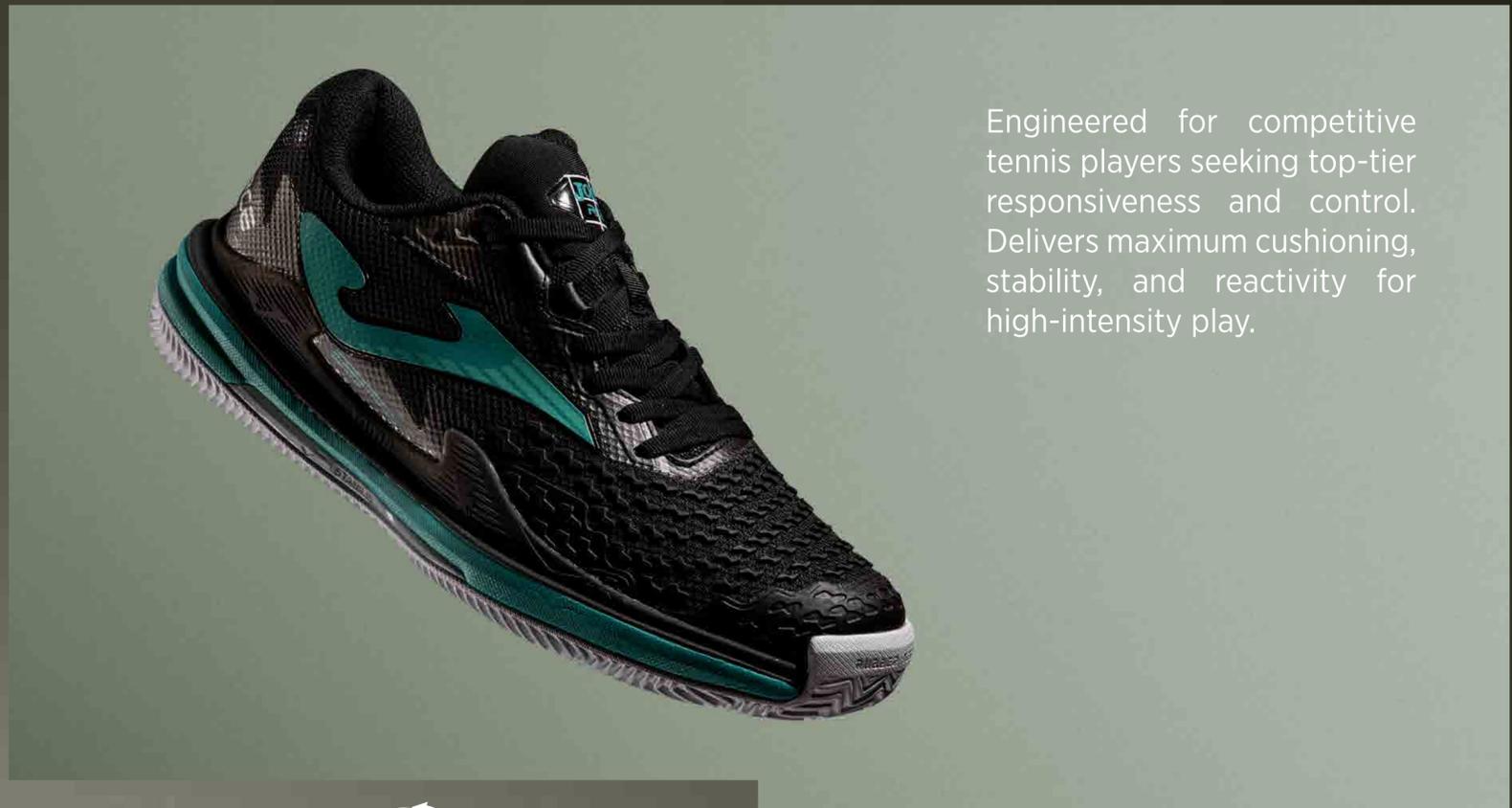
Specifically designed for clay courts, this sole offers a spike-shaped pattern that provides excellent grip on slippery surfaces. The key to its design lies in its ability to expel accumulated sand from the sole, helping to maintain constant contact with the court. At the same time, it allows the player to make controlled slides, crucial on this type of surface, without losing stability or control in faster movements.



Tomáš Macháč / Ace

Paris 2024 Olympic Gold Medalist (Mixed Doubles)

- Cushioning** / High
- Stability** / Maximum
- Reactivity** / Maximum
- Lightness** / Balanced



Engineered for competitive tennis players seeking top-tier responsiveness and control. Delivers maximum cushioning, stability, and reactivity for high-intensity play.

CARBONSTABILIZER VTS STABILIS

Carbon Stabilizer and **Stabilis** provide midfoot reinforcement and prevent torsion for safer, sharper movement. **VTS** ensures breathability and lasting comfort during demanding matches.



ACE

Color Range



TACES2601C



TACES2602AC



TACES2608C



TACES2611C



TACES2617C



TACELS2601C



TACELS2602AC



TACELS2610AC



TACELS2613AC



TACELS2615C



RAPID

Jessica Bouzas / Rapid
WTA Player

- Cushioning** / Balanced
- Stability** / Balanced
- Reactivity** / High
- Lightness** / Maximum



Optimized for fast, agile players who need responsiveness without sacrificing comfort. Lightweight and breathable, it offers explosive reactivity for intense, high-tempo matches.

FOAM:REACTIVE



STABILIS

Foam Reactive phylon boosts energy return and reduces impact, while **Stabilis** supports the midfoot during lateral movement. **VTS** enhances airflow to keep feet cool and blister-free.



RAPID

Color Range



TRAPS2601AC



TRAPS2602AC



TRAPS2617AC



TRAPS2623AC



TRAPS2628AC



TRAPLS2601AC



TRAPLS2602AC



TRAPLS2613AC



TRAPLS2625AC



ROLAND

Pablo Carreño / Roland
ATP Player

Cushioning / Maximum
Stabilty / High
Reactivity / Maximum
Lightness / High



Designed for high-performance tennis players who demand maximum reactivity and stability. Ideal for intense matches on hard courts, combining control, cushioning, and responsiveness.

DUAL:REACTIVE



STABILIS

Stabilis improves lateral stability during movement. **Dual Reactive** cushioning delivers impact absorption and energy return, while **VTS** enhances airflow to keep feet cool and dry.



ROLAND

Color Range



TROLS2601AC



TROLS2602AC



TROLS2603C



TROLS2608C



TROLLS2610C



TROLLS2615C



TROLLS2617C



TROLLS2625AC

ELECTRIC AGILE

Magda Linette / Electric Agile
WTA Player

Cushioning / Maximum
Stability / High
Reactivity / Maximum
Lightness / High



Designed for competitive players who prioritize speed and responsiveness on court. Lightweight, breathable, and supportive for dynamic movement in demanding matches.

STABILIS



JOMA SPORTECH

Stabilis ensures midfoot control and prevents excessive torsion. **VTS** enhances breathability during play, while advanced lightness construction reduces fatigue for sustained performance.





SET

Marie Bouzkova / Set
WTA Player

- Cushioning** / Balanced
- Stability** / High
- Reactivity** / Balanced
- Lightness** / Balanced



Designed for intermediate players seeking enhanced stability and comfort during training and competition. Lightweight and breathable, providing optimal support for improving technique on clay courts.

STABILIS



DURABILITY

Features a breathable mesh upper with **VTS** ventilation for airflow. The **Stabilis** system in the phylon midsole offers torsion control and stability, while the **Durability** rubber outsole ensures exceptional grip and resistance on clay surfaces.



TEXTILE

Tennis Textile



CHALLENGE

Spin T-Shirt 103956
90% Pes, 10% Spandex, 160grs



200
White



322
Poseidon



404
Cabbage



686
Tibetan Red

Spin T-Shirt 104042
90% Pes, 10% Spandex, 160grs



200
White



322
Poseidon



404
Cabbage



628
Spicy Orange

Designed for peak performance, these lightweight garments provide UV protection and feature laser-cut finishes for a precise, modern fit.

The breathable fabric ensures optimal airflow to keep the body cool, while the ultralight construction enhances comfort during high-intensity sessions. Ideal for training under the sun or in competition.



CHALLENGE

Work-Out Crop Top 902680
77% Polyetser, 23% Spandex, 240grs



200
White



322
Poseidon



404
Cabbage



686
Tibetan Red

This lightweight top offers medium support and a flexible fit that adapts to every movement. Its elastic design ensures comfort and freedom, match after match.

Lob Technical Dress 902600
80% Polyester, 20% Spandex, 190grs

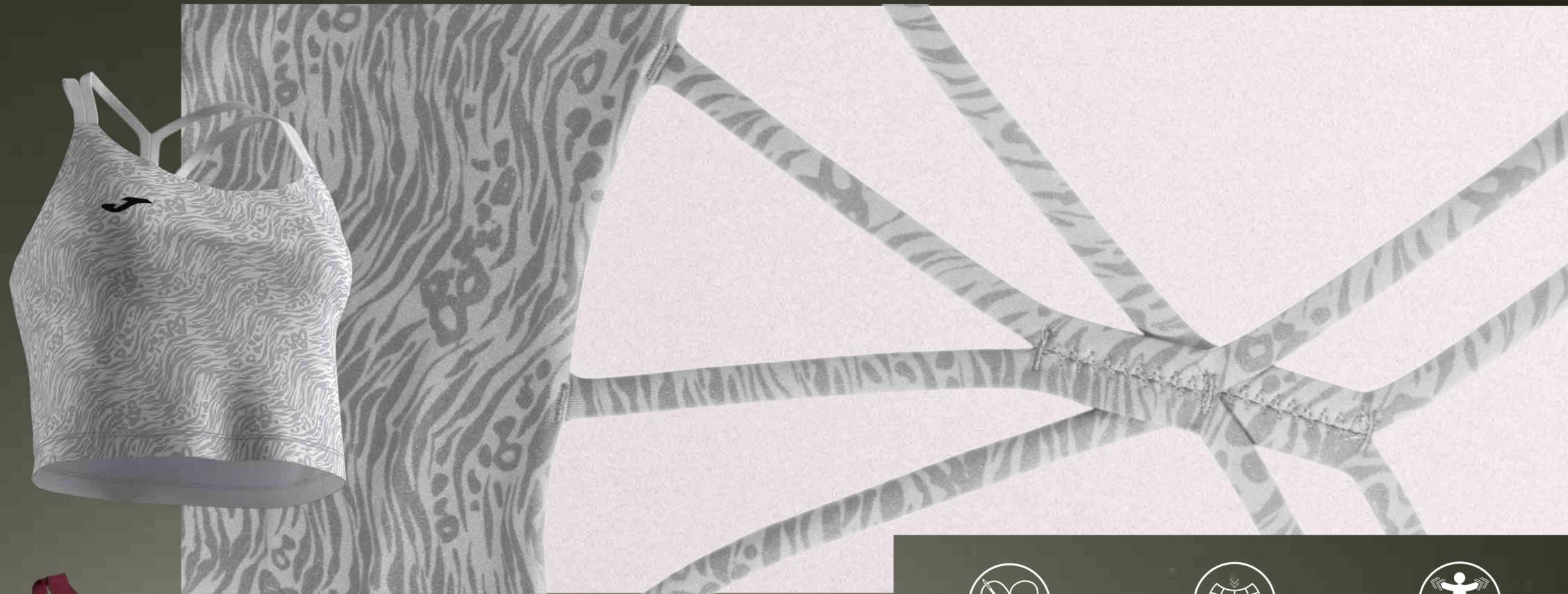


200
White



686
Tibetan Red

Designed for competition, this dress offers a sleek, elastic fit with **Flatlock Seams** for total comfort and zero distractions. Its stretch fabric moves with the body, ensuring freedom and fluidity on every point.



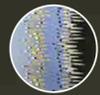
SMASH

Spin T-Shirt 103966

77% Polyester, 23% Spandex, 120grs



211
White



384
Skyway
Black



549
Wild rose



715
White
Papaya



837
Papaya



Lob Sleeveless T-Shirt 902607

100% Polyester, 150grm



100
Black



200
White



715
Vista Blue



837
Papaya



Laser-cut precision and perforated **Micro-Mesh** zones deliver maximum ventilation, while its lightweight, elastic fabric adapts to every movement. Built for speed, comfort, and peak performance on court.



SMASH

Spin Dress 902679
93%T, 7% Spandex, 135gsm



549

Wild Rose



715

Vista Blue

Engineered for comfort and agility, this performance dress features **Flatlock Seams** and stretch fabric that move effortlessly with the body. Designed to let you play freely and focus on every point.

Spin Skirt 902604
80% Polyester, 20% Spandex, 190gsm



100

Black



200

White



715

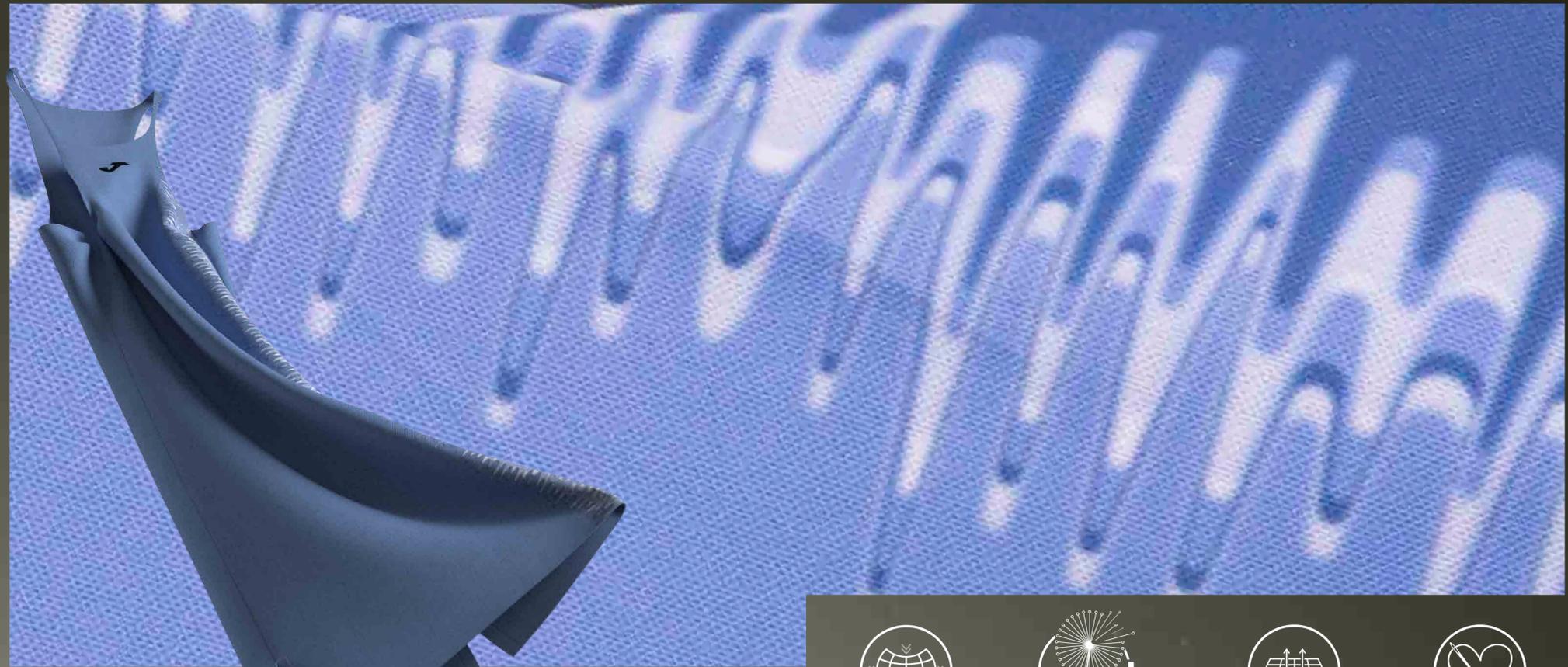
Vista Blue



837

Papaya

Lightweight and flexible, this skirt offers total freedom of movement with **Flatlock Seams** for chafe-free comfort. Built-in ball pockets keep essentials at hand, so you stay focused on every play.



TORNEO

Deuce T-Shirt 104778

90% Polyester, 10% Spandex



100
Black



200
White



322
Poseidon



480
Grey



631
Red

Ultra-light and breathable thanks to laser-cut perforations, this tee adapts to movement with its elastic build and seamless finish. Designed for players who demand precision, comfort, and ventilation on court.



Spin Jacket 9002851

100% Polyester



480
Grey



631
Red

A lightweight windbreaker designed for court-side comfort. Its breathable back vent enhances airflow, while the streamlined fit keeps movement fluid during warm-ups and cool-downs.



TORNEO

Lob Skirt 902850

95% Polyester 5% Elastane



100
Black



200
White



322
Poseidon



480
Grey



631
Red

Deuce Dress 902848

90% Polyester, 10% Spandex



100
Black



200
White



322
Poseidon



631
Red

Made with **recycled nylon**, both the performance dress and pleated skirt combine sustainability with technical precision. Their laser-cut finishes and elastic fabrics offer a perfect fit and total freedom of movement.

The dress features built-in medium support for stability, while the skirt includes **Flatlock seams** for seamless comfort. Light, functional, and designed to compete.



LOOK CALENDAR

2026





JANUARY-APRIL 2026



Look 1 (january-february)



Look 2 (march-april)



MAY-JUNE 2026



Look 3 (may)

Look 4 (june)



JULY-AUGUST

2026



Footwear FW26
Coming soon

Look 5 (july)

Look 6 (august)



SEPTEMBER-DECEMBER

2026



Footwear FW26
Coming soon

Look 7 (september - december)

RFET
REAL FEDERACIÓN
ESPAÑOLA DE TENIS



FITP
FEDERAZIONE
ITALIANA
TENNIS e PADEL







joma-sport.com