

Press release

Trade Republic and the iconic Italian sportswear brand Kappa release limited edition “Retire Rich” jersey. A statement piece for a generation that is proud to take control of their money and future.

- “Retire Rich” is more than a slogan. It’s an ambition, a provocation, and continues a series of initiatives under this statement, such as Trade Republic’s campaign last year for International Women’s Day.
- The jersey is a statement piece for a generation that’s tired of the broken promises from politicians and a pension system that no longer works and hence needs to take control of their money. A generation which is proud to own their financial future, invest their money and eventually retire rich, against all odds of the system.
- The jersey drops on August 19, and was designed inhouse, together with the iconic Italian sportswear brand Kappa. Trade Republic is donating 25 % of the purchase price to the finlit foundation, an organization that prepares young Europeans through hands-on education programs on financial literacy.

Berlin, August 19th, 2025. Trade Republic is partnering with the iconic fashion brand Kappa to produce a limited edition jersey in response to the growing European Pension Gap. The slogan on the jersey “Retire Rich” is more than a provocation. It’s an ambition for a new generation that needs to take control of their money as politicians are not providing effective solutions for Europe’s crumbling pension system. It’s highlighting a predictable but overlooked crisis. Trade Republic is donating 25 % of the purchase price to the finlit foundation, an organization that equips young people in Europe with skills in financial literacy through hands-on education programs.

“The European pension system is broken,” says Christian Hecker, Co-Founder of Trade Republic. “People are frustrated. Their pensions are no longer safe, and politicians either ignore the problem or hide behind outdated promises. This jersey is for a generation that understands that they need to take their future into their own hands and become financially active. A generation that understands: if we want to retire rich, we have to do it ourselves.”

Young Europeans are paying into a pension system built on promises their generation may never see fulfilled. Germany’s last major pension reform was in 1957 – when one retiree’s pension was financed by six working people. Today, that ratio has dropped to less than two working people per retiree, which is why the public pension has become dependent on subsidies. 25 % of all pension payments are financed by tax payments to subsidise this failing system. Money that should be used for education, healthcare and defense. Pension system subsidies are to consume 50 % of total spending by 2070, despite attempted mitigations in the form of increased retirement age, increased taxes on pension payments and decreased benefits. Private savings have become the only reliable path to avoid old-age poverty.

The jerseys will be exclusively available on kappa.com. 2,000 limited editions will be sold. Trade Republic is donating 25 % of the purchase price – the same amount as pension payments are financed by tax

subsidies – to the finlit foundation, an organization that prepares young Europeans through hands-on education programs on financial literacy. More information about this campaign can be found on retirerich.com.

For additional information please visit:

[Website](#) | [FAQ](#) | [Instagram](#) | [X](#) | [LinkedIn](#) | [TikTok](#)

Please do not hesitate to contact us directly:

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About Trade Republic

Trade Republic is on a mission to empower everyone to create wealth with easy, safe and free access to the financial system. With millions of customers across 17 European countries and over 100 billion euro in assets under management, Trade Republic has become the home screen app for Europeans to manage their wealth. Trade Republic offers savings plans, fractional trading of shares, ETFs, bonds, as well as derivatives and crypto. On top of that, customers benefit from the Trade Republic card with 1 percent Saveback on card payments and interest offering that pays the European Central Bank (ECB) interest rate to all customers. Trade Republic is a full-service bank and is supervised by the Federal Financial Supervisory Authority (BaFin) and Deutsche Bundesbank.

About Kappa

Kappa is an Italian sportswear brand founded in Turin in 1967. 58 years later, Kappa is more than a fashion brand — it's a statement of confidence, individuality, and progress. With its iconic Omini logo symbolizing equality, unisex and freedom, Kappa has been at the forefront of blending sport and streetwear culture for generations.