

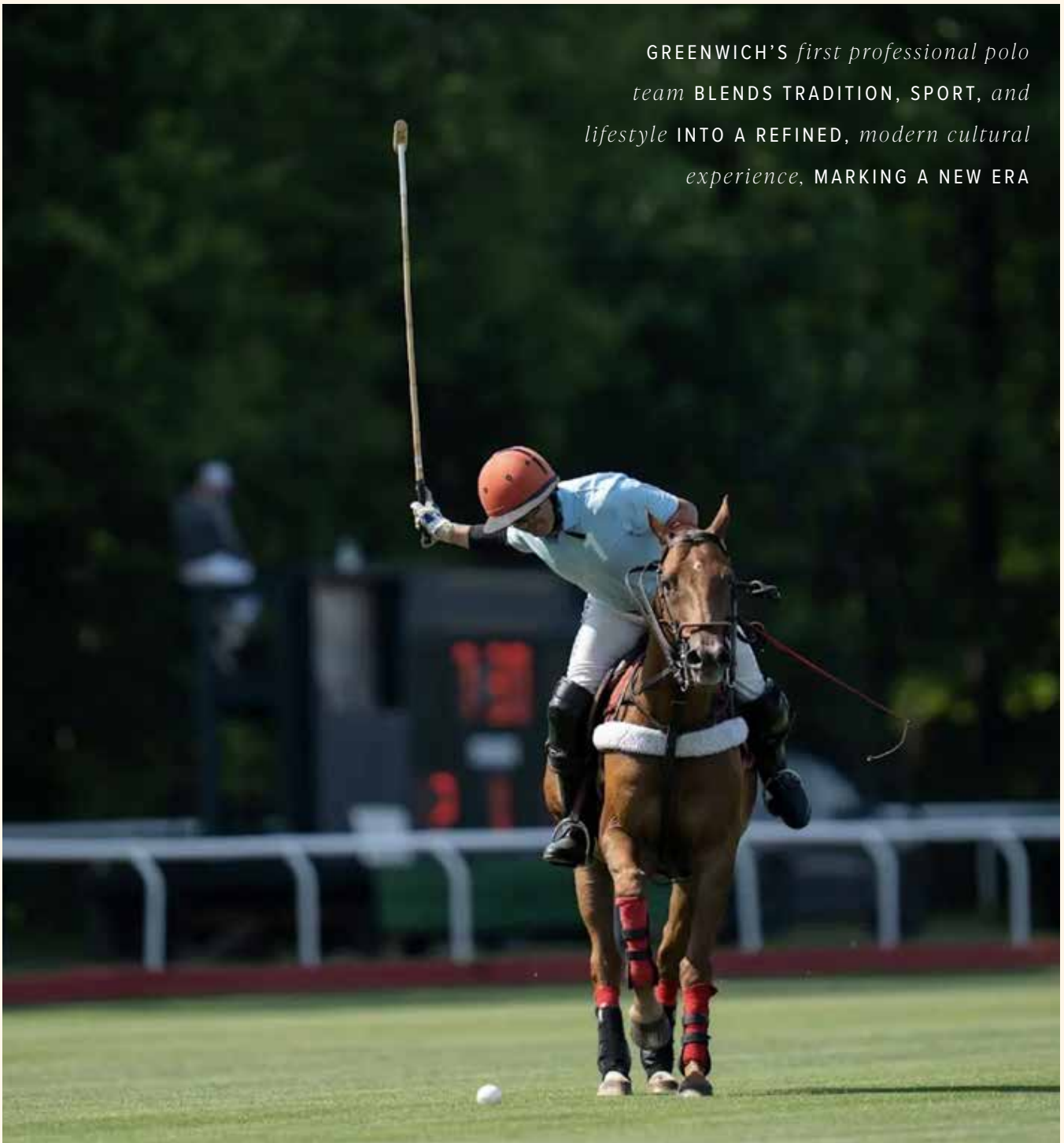
GREENWICH

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GREENWICH'S *first professional polo*
team BLENDS TRADITION, SPORT, and
lifestyle INTO A REFINED, *modern cultural*
experience, MARKING A NEW ERA



GREENWICH SOUND

POLO TEAM GALLOPS INTO A NEW ERA

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Esteban Panelo

On summer Sundays, the polo scene unfolds with an easy rhythm, cars winding through quiet roads, conversation drifting across the fields, and then, almost on cue, the unmistakable thunder of hooves breaking through the afternoon. This season, however, carries a new kind of energy.

For the first time, Greenwich has its own professional team, the Greenwich Sound Polo Team. It's a milestone that feels both exciting and overdue. More than just another chapter, it marks a shift, positioning Greenwich not only as a destination for polo, but as a serious presence within the professional game.

Polo itself has always been a balance of contrasts, fast and physical, yet polished and controlled. It requires discipline, but also instinct. That balance is part of its enduring appeal. Families gather on blankets alongside guests in tailored summer looks and private cabanas. Glasses clink, laughter carries, and conversations, both social and strategic unfold against the steady cadence of the match just steps away.

The Greenwich Sound Polo Team steps into this world with a clear perspective. It's not about changing the sport, but elevating how it's experienced, on the field and beyond it. That mindset begins with its founders.

Ron Fanish, co-founder and entrepreneur, brings a background in design, real estate, and service-based businesses across New York and Greenwich. His approach is grounded in growth and structure, building something that can expand without losing its identity. His role is subtle but foundational, shaping the long-term vision of the team.

Al Keshvarzian, co-founder and team captain, adds a different layer. A Senior Vice President in finance, he is equally defined by his deep roots in the polo community. His experience and leadership bring a level of discipline and professionalism that sets the tone on the field.

Tony Pec offers a more modern lens. With a career focused on digital strategy and brand growth, he understands how to position the team within a broader cultural conversation, ensuring it resonates both in person and beyond the field.

And then there is Esteban Panelo, whose presence feels instinctive to the sport itself. Originally from Argentina, where polo is woven into everyday life, he brings international playing experience and a deep understanding of the game. As both a player on the team and Polo Manager at the Greenwich Polo Club, he bridges competition and operations seamlessly, shaping not only how the team plays, but how the entire experience comes together.

Together, they've built something that feels thoughtful and cohesive, a team that respects polo's heritage while quietly redefining its place in Greenwich.

That refinement extends beyond the field, into how the team presents itself. Collars & Co., the official sponsor of the Greenwich Sound Polo Team, plays a defining role in shaping that identity. Known for its modern take on classic menswear, the brand designs the team's uniforms, bringing a clean, tailored aesthetic to the sport, while also launching a collaborative collection available to the public. It's a natural extension of the experience, allowing guests and spectators to take a piece of the polo lifestyle with them, bridging sport and style in a way that feels both intentional and accessible.



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That balance between tradition and evolution is what makes this moment so compelling. Because while the Greenwich Sound Polo Team is new, it feels entirely at home. Less like an arrival, and more like a natural progression, an evolution that reflects both where the sport has been and where it's headed.

On any given Sunday, as the light shifts and the match settles into its rhythm, you can feel that evolution happening in real time, in the energy of the crowd, in the precision of the play, and in the quiet confidence of a team stepping into its first professional season with purpose. The Greenwich Sound Polo Team isn't trying to redefine polo. It's simply finding its place within it, and doing so with intention.

At the center of it all are the horses. The Argentine thoroughbreds that carry the Greenwich Sound Polo Team are extraordinary, bred for speed, agility, and intelligence. Watching them move is something entirely its own. There's a fluidity, a power, and a connection between horse and rider that feels almost unspoken.

It's in those moments that polo reveals itself fully. It's not just about the score, it's about timing, trust, and the subtle communication that drives every play. And yet, in Greenwich, the match is only part of the story.

The day itself is just as important. It unfolds naturally, a glass of wine, a conversation that lingers, the sudden lift in energy as the game picks up pace. The Greenwich Sound Polo Team understands that this is what truly draws people in. It's not about changing the sport, but enhancing how it's experienced.

There's a sense of intention in every detail. In how the team presents itself, in how the environment feels, in how guests move through the day. It's elevated, but never forced. Exclusive, but still inviting. Above all, it feels authentic.

The fields stretch wide beneath open skies, framed by trees that soften the edges. It's elegant without effort, expansive without feeling distant. There's a sense of history here, but it doesn't feel fixed. Instead, it creates space for something new to take shape while still honoring what came before.



Al Keshvarzian

“GREENWICH MAKES HISTORY WITH ITS FIRST PROFESSIONAL POLO TEAM, WHERE ARGENTINE THOROUGHBREDS, WORLD-CLASS PLAYERS, AND A REFINED SOCIAL SCENE COME TOGETHER. SET AGAINST THE TIMELESS BACKDROP OF CONYERS FARM, THE EXPERIENCE BLENDS SPORT, STYLE, AND COMMUNITY INTO A MODERN TAKE ON A CLASSIC TRADITION.”

