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PRESS RELEASE



PUMA & BORUSSIA DORTMUND REVEAL THE 24/25 THIRD KIT PAYING TRIBUTE TO THE WEISSE WIESE

Herzogenaurach, Germany, 9th August, 2024 — Global sports company PUMA and Borussia Dortmund have today released the Club's Third kit for the 24/25 season. A special jersey that pays tribute to BVB's first ever home ground at Borsigplatz, where the legacy started in 1909.

It's more than a piece of fabric, it's a piece of history. Revisit BVB's past with the 24/25 Third kit, honouring 100 years of Borussia-Sportplatz, previously known as Weisse Wiese, the Club's first-ever home ground. The jersey features a custom pattern of the iconic white leaves that earned it the nickname Weisse Wiese.

The all-white classic jersey features a black collar and black sleeve trims with yellow details, with all black logos with white shorts and socks to complete the new Third kit.

Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel, added: "The 24/25 Third kit is clean new look for Dortmund with classy detailing the jersey

beautifully celebrates the original home of Borussia Dortmund, and the white leaves found on the jersey nicknamed the Weisse Wiese. We really wanted to pay tribute to the history and tradition of the Club and the fans but bring into the modern day with our high-performance technology that can be worn on an off pitch.”

The 24/25 Third kit is available in both Authentic and Replica versions. The Authentic jersey, worn by the players, is crafted with PUMA’s ULTRAWEAVE fabric, designed to reduce weight and friction, ensuring elite-level performance. The Replica jersey offers the same striking design with a more relaxed fit, perfect for both game days and everyday wear. Both versions incorporate PUMA’s dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

Reflecting PUMA’s commitment to sustainability, the Replica jerseys are made using the RE:FIBRE initiative, utilizing recycled textile waste to create new materials without compromising quality. Containing at least 95% recycled textile waste and other used polyester materials, this initiative represents a significant step towards a more circular and sustainable production process for football jerseys.

The new 24/25 Borussia Dortmund Third kit will make its debut on the pitch when BVB play against Aston Villa on the 10th August in a special pre-season friendly.

The Borussia Dortmund Third kit is available from PUMA stores, PUMA.com, the Borussia Dortmund Official Stores, bvbonlineshop.com, and select retailers worldwide from 9th August.

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PUMA

PUMA is one of the world’s leading Sports Brands, designing, developing, selling, and marketing footwear, apparel, and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world’s fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.