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PRESS RELEASE



DARE TO STAND OUT: PUMA & BORUSSIA DORTMUND UNVEIL 2024/25 SPECIAL JERSEY

Herzogenaurach, Germany, 7th March, 2025 — Global sports company PUMA and Borussia Dortmund have today unveiled the 2024/25 BVB Special Jersey, a bold celebration of one of the Club's most iconic seasons.

Inspired by the 1994/95 season, which ended with Borussia Dortmund's first Bundesliga title in 32 years, the jersey lights up in neon yellow, echoing the unforgettable energy and euphoria of matchdays. On the 30th anniversary of that historic triumph, the jersey celebrates the power of taking risks, being fearless, and relentlessly chasing your dreams.

The 24/25 BVB Special Jersey draws inspiration from the vibrant atmosphere of Dortmund's passionate fanbase, featuring BVB's iconic neon yellow colorway as the base, with a modern V-neck collar and a bespoke black pattern on the sleeves to complete the striking jersey. The jersey encapsulates the spirit of the 1994/95 season, when BVB defied the odds, reminding fans that in football—like in life—you must be bold and believe in your dreams.

Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel, added: "We wanted this kit to reflect the values and personality of Borussia Dortmund—the courage to stand out, the desire to win, and the passion for the beautiful game. With the 24/25 Special Jersey, we're honoring the incredible journey that brought the Club its first Bundesliga title in 32 years while celebrating the continued ambition and passion that defines BVB today."

"At Borussia Dortmund, we are thrilled to unveil this seasons Special Jersey, a testament to the bold spirit of our Club and the passion of our fans. Our partnership with PUMA continues to deliver high-quality, innovative apparel that resonates with our supporters worldwide. We are confident that this jersey will not only be a favorite among fans but also a symbol of our shared commitment to excellence and sustainability." *Carsten Cramer, Borussia Dortmund Managing Director* explained.

The jersey is available in both Authentic and Replica versions. The Authentic Jersey, worn by the players, is crafted with PUMA's ULTRAWEAVE fabric, which reduces weight and friction for elite-level performance. The Replica Jersey offers the same striking look with a more relaxed fit, perfect for both match 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 24/25 BVB Special Jersey is available from the 7th of March on PUMA.com, Borussia Dortmund Official Stores, and select retailers worldwide.

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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 75 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.