



## PRESS RELEASE



### PUMA AND BORUSSIA DORTMUND LAUNCH FAN DESIGNED 2023/24 HOME JERSEY CELEBRATING SIGNAL IDUNA PARK

**Herzogenaurach, Germany, May 26<sup>th</sup>, 2023** — Global sports company PUMA has today launched the 2023/24 Borussia Dortmund Home kit, the result of a fan design contest aimed at showing appreciation for the most passionate football fans across the globe.

Garnering more than 15,000 submissions worldwide, a panel led by team captain Marco Reus and Club legend Dedê narrowed down the options to nine exceptional designs, with the final design chosen through a public vote.

Embodying BVB pride, the jersey showcases a striking silhouette of the Club's cherished home, SIGNAL IDUNA PARK, in the classic black and yellow colours.

"We're proud to offer our fans the chance to design the Club's kit for the 23/24 season and involve them in this process. The iconic stadium silhouette and the great number of submissions exceeded our expectations, and we're looking forward to seeing our fans in the Yellow Wall wearing the jersey next season," said *Carsten Cramer, Borussia Dortmund Managing Director.*

"Collaborating with BVB on this fan-designed kit has been a rewarding experience. Their fans are extraordinary, and we were delighted to create this opportunity for them," said *Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel*. Narrowing down over 15,000 entries to nine fantastic options, we entrusted the final decision to the fans who are at the heart of this great Club. We're thrilled about the final product and hope the fans share our enthusiasm."

The new jersey features cutting-edge technology to provide optimal performance and comfort on the pitch. Engineered with ULTRAWEAVE fabric, the kit boasts a structured, 4-way stretch design that reduces weight and friction, allowing players to move freely and comfortably. The dryCELL technology integrated into the fabric is designed to keep your body free from sweat.

The Replica version is made with 100% recycled polyester and equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch or place. Both jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

Celebrate the fan designed 2023/24 BVB Home kit available from May 26<sup>th</sup> at PUMA stores, PUMA.com, the BVB store at the SIGNAL IDUNA PARK, [bvbonlineshop.com](https://bvbonlineshop.com) and at select retailers worldwide.

BVB will debut the new Home kit on May 27<sup>th</sup> in the Bundesliga home fixture against FSV Mainz 05.

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## **PUMA**

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