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PRESS RELEASE



TRULY CLASSIC: PUMA & BORUSSIA DORTMUND UNVEIL TIMELESS 2024/25 HOME KIT

Herzogenaurach, Germany, 17th May, 2024 — Global sports company PUMA and Borussia Dortmund have today revealed the 2024/25 Home kit, a classic iteration that honors the rich heritage of the club. Alongside the Home kit, PUMA introduces the Borussia Dortmund 2024/25 pre-match collection.

The new Black & Yellow 2024/25 BVB Home kit is an embodiment of the Club's enduring legacy. Meticulously designed to fuse tradition with a sleek pinstripe flair, the kit stays true to Dortmund's roots while embracing the future.

Carsten Cramer, Managing Director of Borussia Dortmund, said "With this jersey, we are focussing on a real, classic and timeless design that reflects the culture of Borussia Dortmund, which has been shaped by generations of players and fans."

Marco Mueller, PUMA's Senior Head of Product Line Management Teamsport Apparel, said "This kit is PUMA's tribute to the timeless appeal of Borussia Dortmund. We're proud to present a Home kit that encapsulates BVB's identity, with a nod to their storied past and an eye on their bright future. It is truly classic, just like the essence of BVB."

Marco continued, "For the first time from the start of the 2024/25 season our Club Replica jerseys are made using the RE:FIBRE initiative, this will feature 35 clubs and more than three million garments made from RE:FIBRE creating a more circular and sustainable way of producing football jerseys."

The RE:FIBRE process focuses on textile waste as the primary source of material to create new textiles. The recycled material can be used for recycling again and again without losing quality – making RE:FIBRE a more long-term solution for recycling polyester textile waste.

The Replica jersey pairs that same match-worn look with dry-CELL sweat-wicking technology designed to keep you dry and comfortable. Ideal for both game day and everyday wear, the Replica jersey is made from PUMA's innovative RE:FIBRE recycling technology and contains at least 95% recycled textile waste. The jersey is as much a fashion statement as an elite-level performance jersey.

The Authentic jersey will be worn by BVB's players on the pitch, and by fans on the terraces around the world, made with PUMA's ULTRAWEAVE fabric, which reduces weight and friction, and features an athletic fit for elite-level performance.

The 2024/25 Borussia Dortmund Home kit and pre-match collection is available from 17th May, at PUMA stores, PUMA.com, BVB outlets at SIGNAL IDUNA PARK, bvbonlineshop.com, 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 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.