

PRODUCT BRIEF



PUMA PRESENTS THE NEW BORUSSIA DORTMUND HOME KIT INSPIRED BY THE U BAHNHOF WESTFALENHALLEN

Sports company PUMA has released the new Borussia Dortmund Home kit for the 2020/21 season, inspired by the legendary Westfalenhallen station.

The new BVB Home jersey takes inspiration from the gateway that leads to the heart of Dortmund. The Westfalenhallen underground station is a key landmark and is seen as the starting point for fans as they embark on their journey to the Signal Iduna stadium. The specially crafted black graphic print pays homage to the station, taking elements of the architecture and integrating into the shirt design. The station is a key part of fan culture, with the illuminated compass found on the floor of the station a beloved feature. The compass has been reassembled and constructed onto the yellow base of the jersey to create an eye-catching and dynamic silhouette.

The professional jersey is equipped with PUMA's lightweight dryCELL technology, which quickly absorbs moisture away from the body and guarantees maximum comfort.

The new Borussia Dortmund Home kit will be available on July 1st at PUMA.com, in the official BVB store, at shop.bvb and at select retailers worldwide.

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ISD: July 1, 11:00am CEST

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>