



## PRODUCT BRIEF



### **PUMA UNVEILS THE NEW BVB AWAY KIT INSPIRED BY THE STREET ART OF DORTMUND**

Sports company PUMA has today launched the new Borussia Dortmund Away Kit for the 2020/21 season inspired by Dortmund's incredible street art and fan culture.

The design of the new BVB Away Jersey celebrates the iconic graffiti displayed throughout the streets of Dortmund. The black jersey features a striking yellow graffiti stripe running from shoulder to waist and integrates grey BVB graffiti graphics into one section of the jersey.

The new jersey is equipped with PUMA's thermoregulation technology which provides an improved moisture management system to maintain the perfect body temperature. Combined with laser-cut perforation on the front and engineered jacquard at the back, the jersey offers the latest in fit and mobility for optimal performance.

The new BVB Away Kit is available from September 3<sup>rd</sup> at [PUMA.com](https://www.puma.com), in the official BVB store, at [shop.bvb](https://shop.bvb.de) and at select retailers worldwide.

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**PUMA**

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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/>