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PRESS RELEASE



UNITED BY BORUSSIA: PUMA & BORUSSIA DORTMUND UNVEIL THE 24/25 AWAY KIT CELEBRATING INCLUSIVITY

Herzogenaurach, Germany, 30th August, 2024 — Global sports company PUMA and Borussia Dortmund have today unveiled the Club's Away kit for the 2024/25 season, championing diversity and inclusion with a design that leaves no fan behind.

The Club mantra 'United by Borussia' comes to life in the 24/25 Away kit. Repeated throughout the jersey in writing, sign language, and Braille, the kit champions the diversity of the Club and constant work against racism, antisemitism, LGBTIQ* hostility, sexism and discrimination to support an open society.

The Borussia Dortmund jersey features a classic black base with a yellow midsection, PUMA logo and Club badge. The jersey features a round neck collar, and black tonal stripes wrapped across the jersey with black socks and black shorts to complete the look.

Carsten Cramer, Managing Director of Borussia Dortmund, said: “This season’s Away kit is very special and important for us. It shows that we are committed to diversity and inclusion on and off the pitch. ‘United by Borussia’ isn’t just a claim – we live by it.”

Marco Mueller, PUMA’s Senior Director of Product Line Management Teamsport Apparel, added: “The 24/25 Away kit is a powerful representation of Borussia Dortmund’s commitment to connecting with their broad spectrum of fans. We wanted to create a jersey that not only performs at the highest level but also makes a statement about the Club’s values. This kit is designed to celebrate every fan and promote unity within the community.”

The 24/25 Away kit is available in both Authentic and Replica versions. The Authentic jersey, worn by the players, is crafted with PUMA’s ULTRAWEAVE fabric, designed to reduce weight and friction, ensuring elite-level performance. The Replica jersey offers the same distinctive 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 Borussia Dortmund Away kit is available from PUMA stores, PUMA.com, the Borussia Dortmund Official Stores, bvbonlineshop.com, and select retailers worldwide from the 30th August.

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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.