



PRESS RELEASE



THE LOUDEST COLORS IN FOOTBALL: PUMA & BORUSSIA DORTMUND LAUNCH THE 2025/26 HOME KIT

Herzogenaurach, Germany, 8th August, 2025 — Global sports company PUMA and Borussia Dortmund have today unveiled the Club's Home kit for the 2025/26 season, set to full volume like the SIGNAL IDUNA PARK on matchday.

It all starts with Black and Yellow. One voice becomes hundreds, hundreds become thousands, until the whole stadium is vibrating – that's the essence the 2025/26 Home kit captures, bringing that energy to the surface with a classic yellow base and distorted black graphics across the chest. Some have experienced the Yellow Wall at a BVB home match, others have feared it, and with the new Home kit it just got louder.

The detailing along the top of the neck writes 'Borussia Verbindet' – 'Borussia Unites', a motto that signifies commitment to the Club's diverse community and BVB family, where two iconic colors mean so much more than just a football kit.

Marco Mueller, PUMA's Senior Director of Product Line Management Performance Apparel, said: "There are not many colors more iconic and symbolic than the black and yellow of Dortmund, with this year's kit we have turned the volume up a little louder and created something unique for a BVB Home jersey. We really wanted to push the creative boundaries and inject some energy into the Home jersey, we believe the integration of the black graphic into the yellow jersey creates a slick contrast between the two colors. This new jersey will really create a vibrant yellow wall that will look incredible and fearsome at the SIGNAL IDUNA PARK."

Carsten Cramer, Managing Director of Borussia Dortmund, said: "PUMA has been a trusted partner in bringing Borussia Dortmund's spirit to life through design. This Home kit is another milestone in our journey together; it's a symbol of our passion and our community. With this design, we bring the energy and emotions of SIGNAL IDUNA PARK directly onto the pitch and to our fans around the world."

The 2025/26 Home kit is available in both Authentic and Replica versions. The Authentic Jersey, worn by the players, is crafted with PUMA's ULTRAWEAVE fabric, which reduces weight and friction for elite-level performance. The Replica Jersey offers the same striking 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 jersey is 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.

Set the volume to loud with the brand-new BVB Home kit available from the 8th August at PUMA stores, Borussia Dortmund Official Stores, 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 75 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.