



PRESS RELEASE



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

Herzogenaurach, Germany, 27th August, 2025 — Global sports company PUMA and Borussia Dortmund have today unveiled the Club's Cup kit for the 2025/26 season, with the loudest colors in football set to make a noise on and off the pitch.

The 2025/26 Cup kit pays homage to the BVB team of 1965/66 – the first team from Germany to win a European club competition. The iconic black and yellow remains, synonymous with Dortmund and with success, striking fear into teams both home and away in the cup. Complete with a tonal print inspired by the historic 1965/66 run and a retro crest adding a finishing touch, it's proof that sometimes nothing makes more noise than quiet confidence.

Marco Mueller, PUMA's Senior Director of Product Line Performance Apparel, said: "Borussia Dortmund is one of Germany's most successful teams and were the first German team to become European Cup Champions. For the BVB Cup kit this season we wanted to honor this incredible achievement by bringing back a retro crest and integrating a unique tonal all over print that is inspired by the floral pattern on the trophy handle grip to create a beautiful all yellow look with classic black details on the round neck collar and arms."

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.

The BVB Cup kit is available from the 27th 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.