



PRESS RELEASE



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

Herzogenaurach, Germany, 12th September, 2025 — Global sports company PUMA and Borussia Dortmund have today unveiled the Club's Away kit for the 2025/26 season — a statement in motion, designed to carry the sound of the Yellow Wall far beyond the SIGNAL IDUNA PARK.

Wherever BVB play, the volume stays high. The 2025/26 Away kit arrives in a striking mix of white, black, and high-voltage yellow — a colorway guaranteed to stand out in any stadium, on any street, from any distance. Loud not just in color, but in character, this kit ensures the presence of Dortmund is seen, heard, and felt in every corner of the footballing world.

The white base is brought to life with black sleeves and vibrant yellow accents, celebrating the identity of BVB even when the team is away from home. Because the Loudest Colors in Football don't lose their voice on the road — they travel with purpose.

Marco Mueller, PUMA's Senior Director of Product Line Management Performance Apparel, said: "Designing the Away kit is always an opportunity to express BVB's energy in a different way. This season, we wanted to capture how Borussia Dortmund brings its identity and support with them wherever they go. The white, black, and high-voltage yellow combination is unapologetically bold and impossible to miss — a perfect reflection of the Club's fearless character on the road."

The 2025/26 Away kit is available in both Authentic and Replica versions. The Authentic Jersey is made with PUMA's ultra-light ULTRAWEAVE fabric, designed to reduce weight and friction for elite performance. The Replica Jersey offers the same bold look in a fan-friendly silhouette, perfect for matchdays and beyond. Both feature PUMA's dryCELL sweat-wicking technology to keep wearers 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 2025/26 Borussia Dortmund Away kit is available from 12th September 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.