



## **PRODUCT BRIEF**

Dissemination Date: August 31<sup>st</sup>, 2020

# **PUMA PRESENTS THE EURO 2021 NATIONAL KITS – CRAFTED FROM CULTURE**

PUMA new national team kits proudly celebrate each nation's greatness, merging classic identity with a modern design. Each kit features iconic visual elements that are unique to and inspired by the individual culture of each country, re-contextualized into bold and brilliant graphics.

## **FIGC HOME KIT**

Italian football has had a lasting effect on the global game both on and off the pitch. Inspired by this culture-defining era of art and architecture, the new Italy Home Kit reinterprets the luxurious renaissance patterns of the past into a modern geometric graphic, tonally incorporated into the blue jersey celebrating the nation's influence on world culture and football alike.

Images: <https://fastcat.puma.com/transfer/b3d194e94c600fddb4ab037107b0f695f0afe2c3f0776e0c8df34d80a07638dd>

## **AUSTRIA HOME KIT**

The new Austria Home kit in classic red, with white sleeves features an all-over graphic inspired by traditional 'Österreich' Alpine outfits. The stylized pattern is inspired by the Vienna Secession art nouveau style movement of the late 19<sup>th</sup> century.

Images: <https://fastcat.puma.com/transfer/f9239d9c3fc71113e1a48d8ee84cc072678a9ca2714e43a54c2b6ca553359553>

## **CZECH REPUBLIC HOME KIT**

The new Czech Republic Home Kit celebrates the Lípa tree, the Slavic symbol for freedom. The graphic is applied as an all-over design on the jersey adding national passion to the traditional red jersey.

Images: <https://fastcat.puma.com/transfer/5c037a2b8eb9406b7635e5a065f3a7986c219144f54ca7d1830b96bca15031ea>

### ICELAND HOME KIT

The new KSI Home jersey features an all-over graphic inspired by the volcanic activity of Iceland and its stunning natural beauty. Iceland is situated on a constructive plate boundary, resulting in the generation of spectacular natural formations, shapes and colors as molten basalt protrudes from within the Earth's surface. The basalt then reacts with icy fresh air, leading to the production of unique and uniformed columns, symbolized by the red columns situated on the true-blue and electric blue base of the jersey. To complement the jersey, the kit also features true-blue and electric-blue shorts and socks.

Images : <https://fastcat.puma.com/transfer/e910fdf39f9b22ca5135c11fd9f1a7daac75def182a346f50d55dde00d5e9206>

### ICELAND AWAY KIT

The new KSI Away jersey features an all-over graphic inspired by the volcanic activity of Iceland and its stunning natural beauty. Iceland is situated on a constructive plate boundary, resulting in the generation of spectacular natural formations, shapes and colors as molten basalt protrudes from within the Earth's surface. The white jersey features the new KSI logo, which combines the guardian spirits of Iceland; the bull, the giant, the vulture and the dragon.

Images : <https://fastcat.puma.com/transfer/6700f36a17b973fdf49443b3448de004e96329b8413f95eab08928f68a7d771b>

### SERBIA HOME KIT

The Serbia Home Kit features an all-over graphic in the style of traditional textile patterns found in national dress, art and architecture. The jersey is stylized to celebrate electrical energy pioneer and Serbian national hero Nikola Tesla.

Images: <https://fastcat.puma.com/transfer/bd5cb91129046f30d44b6abfb9ab8a292d29fb5ae50359739eaf8532f978ff06>

### SERBIA AWAY KIT

The Serbia Away Kit features authentic Serbian textile patterns stylized to celebrate electrical energy pioneer and national hero Nikola Tesla. The kit uses an electricity infused color palette as a homage to Tesla's work.

Images : <https://fastcat.puma.com/transfer/cdfa03ffbc51e4941094b4b846d91598ac74d0f95d42c029c343c3a940339f44>

### SWITZERLAND HOME KIT:

The new Switzerland 2020 Home kit applies the visual language and principles of the iconic Swiss Style design school, using bold simple graphics synonymous with the movement to form an abstract graphic on the jersey.

Images: <https://fastcat.puma.com/transfer/b01aed7af05bf67904c7f69df2a08da56c8fba18bdca680bb9ef4229736b7982>

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HOME Kits combined : <https://fastcat.puma.com/transfer/9c883d88ecedfbc255ead2978dea81e9ace1d5aa02c7822a391797af62971693>

## PUMA

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