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## **PRESS RELEASE**



# **HISTORY REMADE: PUMA & BORUSSIA DORTMUND UNVEIL THE 24/25 CUP KIT**

**Herzogenaurach, Germany, 20<sup>th</sup> July, 2024** — Global sports company PUMA and Borussia Dortmund have today revealed the Club's Cup kit for the 2024/25 season, a celebration of the Club's iconic moments and rich history.

Cup history (re)made. The 24/25 BVB Cup Kit combines elements from four kits worn during iconic cup moments, including the 2013 UEFA Champions League final. It's a patchwork of classic designs, all coming together for a kit that's ready to write the next chapter of Club history.

*Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel,* added: "The 24/25 Cup Kit is a tribute to Borussia Dortmund's rich history and the moments that have shaped the Club. We aimed to create a jersey that not only performs at the highest

level but also tells a story about the Club's journey. This kit is designed to celebrate past glories while looking forward to future successes."

The 24/25 Cup Kit is available in both Authentic and Replica versions. The Authentic jersey, worn by BVB's players on the pitch and by fans in the stands, is crafted with PUMA's ULTRAWEAVE fabric. This fabric reduces weight and friction, ensuring elite-level performance. The Replica jersey offers the same striking design 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 Cup Kit was unveiled during the Club's pre-season tour of Asia in a special event in Bangkok on the 20<sup>th</sup> July, with the kit debuting on pitch in a friendly match against BG Pathum United FC on the 21<sup>st</sup> July.

The Borussia Dortmund Cup Kit is available from PUMA stores, PUMA.com, the Borussia Dortmund Official Stores, [bvbonlineshop.com](http://bvbonlineshop.com), and select retailers worldwide from 20<sup>th</sup> July.

**EMBARGO DATE: 20<sup>th</sup> July, 2024, 9:00am CET**

**GLOBAL ISD: 20<sup>th</sup> July, 2024, 9:00am CET**

## **IMAGERY:**

**[Borussia Dortmund Cup Kit Imagery](#)**

## **VIDEO:**

**YouTube Link:** <https://youtu.be/mm0ejPtxQ1Y>

**Embed Link:** `<iframe width="560" height="315" src="https://www.youtube.com/embed/mm0ejPtxQ1Y?si=gvJ_CaXU4UI3K-Cg" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" referrerpolicy="strict-origin-when-cross-origin" allowfullscreen></iframe>`

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## **PUMA**

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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.