



## PRODUCT BRIEF



### **PUMA AND OLYMPIQUE DE MARSEILLE UNVEIL THE AWAY KIT FOR THE 2021/22 SEASON INSPIRED BY THE OM FOUNDATION**

**Herzogenaurach, Germany – July 13, 2021** – Global sports company PUMA and Olympique de Marseille have presented the club's new Away kit for the 2021/22 season, inspired by the OM foundation.

The blue jersey is infused with an array of blue hues echoing the different facets of Marseille. The jersey is futuristic and modern in design and features a special 'M' logo created for the jersey in tribute to Marseille and the OM Foundation. The logo is displayed on the back of the jersey with each of the four bars representing one of the fundamentals of the foundation. The look is completed with navy blue shorts and socks.

Olympique de Marseille is an integral part of the community and is large part of people's daily life in the city. Together with the club, PUMA has supported on various projects dedicated to hospitals, children and amateur clubs. The club takes pride in giving back, a commitment that has taken shape with the creation of the OM foundation enabling the club to invest in education, employment, entrepreneurship, sports and culture.

As part of the launch, PUMA and Olympique de Marseille have paid tribute to the OM foundation by involving the youth of Marseille in the campaign. The campaign "Marseille in the blood, and by the blood" is the first campaign imagined and designed by the city's youth.

Eight young people were selected from the Frais Vallon area to experience an educational day and provide a unique, inclusive and authentic campaign featuring Dimitri Payet, Alvaro Gonzalez and Simon Ngapandouetnbu.

In addition, PUMA will provide full kits to all the kids from the 'OV School'. A program led by the OM foundation and its partners.

The new Olympique de Marseille Away jersey combines 100% recycled polyester with advanced PUMA dryCELL thermoregulation technology to ensure uncompromising fit and mobility, keeping the athlete dry and comfortable. The jersey integrates an Ultra-light jacquard structure into the back of the jersey to enhance breathability during intense performance.

The new Olympique de Marseille Away kit is available from July 13 at PUMA.com, PUMA stores, on om.fr and at select retailers worldwide.

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