



## PRODUCT BRIEF



### PUMA LAUNCHES THE MUSIC INSPIRED OLYMPIQUE DE MARSEILLE THIRD KIT

PUMA Football and Olympique de Marseille have today launched the new Third kit for the 2020/21 season. Under the banner 'Le cOMBat Continue' the campaign embraces Marseilles fighting spirit on and off the pitch, as they prepare to make their return to the UEFA Champions League™.

The new Third kit is inspired by the city's vibrant rap and hip-hop scene, which has become an institution of Marseille culture. Marseille has pioneered the growth of hip-hop music in France and continues to produce an incredible array of talent as a new generation of artists emerge from the city.

The sky blue jersey features a unique pattern displayed across the front with yellow detailing on the badge and PUMA logo. The jersey incorporates a half V-neck collar with ribbed sleeve cuffs on the arms. To add a classic finish to the jersey the wording 'Olympique de Marseille' is embroidered on the back of the collar.

The new jersey is equipped with PUMA's thermoregulation technology which provides an improved moisture management system to maintain the perfect body temperature. Combined with laser-cut perforation on the front and engineered jacquard at the back, the jersey offers the latest in fit and mobility for optimal performance.

The new Olympique de Marseille Third kit is available from October 2 in the official OM Stores, OM.fr, PUMA.com and at select retailers worldwide.

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