



PRODUCT BRIEF

Dissemination Date: August 19th, 2020



PUMA PRESENTS THE NEW BVB CUP KIT INSPIRED BY THE DORTMUND SKYLINE

Sports company PUMA has today unveiled the new Borussia Dortmund Cup Kit for the 2020/21 season inspired by the famous Dortmunder U, an iconic piece of architecture that shapes the Dortmund skyline.

The design of the new BVB Cup Jersey pays homage to the architecture and culture of Dortmund as PUMA continue to craft kits to honor the cultural DNA of the city. The new BVB Cup Jersey is a rich yellow with a black buttoned collar with individual design accents in the form of square pixels representing the illuminated U seen across the Dortmund skyline.

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 BVB Cup Kit is available from August 19th at PUMA.com, in the official BVB store, at shop.bvb and at 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 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>