



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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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/>