



## PRODUCT BRIEF



### **PUMA AND BVB LAUNCH SPECIAL EDITION RETRO JERSEY IN TRIBUTE TO THE CLUBS MOST CELEBRATED ERA**

**Herzogenaurach, Germany – April 18, 2021** – Sports company PUMA has today launched an exclusive special edition retro Borussia Dortmund jersey in black and neon yellow in honor of their success in the 90's, during which time BVB captured the UEFA Champions League and two German Championships.

Every era has its own history and with each era we associate our own heroes and stories, special moments and in this case, a color. When you think of BVB in the 90's, you automatically picture heroes of that time in their neon-colored jerseys. For the first time in almost 30 years, Borussia Dortmund will be back on the pitch in a unique neon yellow jersey for Sunday's clash with old rivals Werder Bremen.

Following many historic duels during this time Werder Bremen are the perfect opponents. Bremen were BVB's strongest competition during the 90's including a historic battle for the 1995 Championship title, the first black and yellow championship in decades.

The jersey celebrates the heroes of one of BVB's most successful eras by integrating images of BVB legends Michael Zorc, Karl-Heinz Riedle, Lars Ricken, Matthias Sammer, Julio Cesar, Knut Reinhardt, Stephane Chapuisat, Stefan Klos, Jörg Heinrich, Paul Lambert, Flemming Povlsen, Paulo Sousa, Heiko Herrlich and Günter Kutowski into the fabric with a special message: "Every era begins with the will of its heroes."

Celebrate the past to guide your future with the special edition BVB jersey, available April 18<sup>th</sup> at PUMA.com, BVB online stores and key football accounts.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>