

New Liverpool away kit for 2011/12 season revealed



14th April 2010 – Liverpool Football Club and adidas today unveiled the new away shirt for the 2011/12 football season.



The Shirt & Design

The new Liverpool Football Club Away kit for the 2011/12 season takes its design inspiration from metallic elements. Solid grey in colour, the shirt is finished with metallic silver detailing on the iconic adidas 3 stripes across the shoulders, both sponsors logo's and the laser cut woven crest. These elements combined create a modern, stylish and distinctive look.

A closer look at the shirt reveals further subtle design features. A vertical single stitch silver pinstripe is engineered through the shirt fabric and an intricate modern v-neck design that integrates red piping detail. This particular design detail also features on the front of the jersey and shorts.

New for 2011/12 season, the kit also includes a revolutionary sock design which features anatomically placed cushioning and an achilles protector.

Technology

TechFit™ - On the field, the players' kits will incorporate adidas' cutting edge TechFit™ technology, to help improve speed, increase endurance capabilities and enhance awareness. This works by stabilizing and focusing the muscles' energy to generate explosive acceleration and deliver maximum power output.

Climacool™ -The shirts also feature adidas ClimaCool™ technology, a mixture of heat and moisture controlling materials, ventilation channels and 3D fabrics which improve air flow to the skin in the key heat zones.

Pre-order and purchase



information

The new away kit will go on sale on the 12th May but can be pre-ordered online at www.store.liverpoolfc.tv

For further information:

Robert Hughes

Global Football PR Manager

Tel: +49/9132/84-6856

Email: robert.hughes@adidas.com