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The 2011 All Blacks jersey: a tribute to history, a leap into the future

adidas and the New Zealand Rugby Union (NZRU) are proud to unveil the 2011 All Blacks jersey.

The new jersey, which has been designed and tested in conjunction with several senior All Blacks including captain Richie McCaw, was unveiled for the first time when the All Blacks took the field against South Africa in their opening Investec Tri Nations match at Westpac Stadium, Wellington, tonight, Saturday 30 July.

The new strip will mark the biggest changes – in technology and design – to the iconic All Blacks jersey in more than a decade.

Although the most obvious change is the white collar – which pays tribute to the legacy of the All Black legend – the entire jersey has been rebuilt from scratch, using custom-created new fabrics and ground-breaking technologies.

“It’s pretty awesome to be involved in creating a new All Blacks jersey,” says All Blacks Captain Richie McCaw. “People all over the world recognise the jersey, and of course Kiwis feel extremely strongly about it, so to make a change to it is a big deal. This new jersey is revolutionary – but it’s still very much an All Blacks jersey. It’s still something I’m very proud to wear.”

This is the most advanced rugby jersey in the world,” says adidas New Zealand country manager David Huggett. “It sets a new standard in comfort and performance.



“adidas and the All Blacks have been working towards this moment for more than two years. We’re thrilled to finally be able to introduce the new All Blacks jersey to New Zealand and the world.”

Hugget says the new white collar pays tribute to those teams who wore the iconic All Blacks jersey with the white collar for most of the 20th century, including the 1987 All Blacks side, one of the most successful teams in the long legacy of the All Blacks.

The technology in the 2011 jersey is so advanced that there is only one machine in the world that is capable of making it – and adidas has secured the exclusive rights to it. This machine made it possible for the torso of the jersey to be created as an anatomically shaped tube, ensuring a perfect seamless fit.

The 2011 jersey is 50 per cent lighter than its predecessor, but just as strong. The revolutionary seamless manufacturing technique sets new standards in comfort and fit. And, for the first time, adidas’ patented ClimaCool technology is built into the main body of the fabric to keep players cool and dry.

David adds: “It is both an honour and a great challenge for adidas to have the responsibility for creating this new All Blacks jersey in one of the most significant years in New Zealand sporting history,” says David.

“The All Blacks jersey is one of the most powerful symbols of New Zealand pride, worn by the most successful sports team in the world. It doesn’t get any bigger than that.”

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