**EMBARGOED UNTIL 1000hrs CET THURSDAY 27TH AUGUST**

**adidas unveil “SPARK IN THE NIGHT”**

**THIRD KITS FOR NEW SEASON**

***Kits to be officially revealed during this evening’s adidas #BETHEDIFFERENCE World Final event in Marseille***

**Herzogenaurach, Thursday 27th August** – Later today, adidas is set to officially reveal the third kits for six of the leading dynasties in European football: **Manchester United, Real Madrid, FC Bayern Munich, Chelsea FC**, **Juventus** and **AC Milan** at the **#BETHEDIFFERENCE World Final** in Marseille.

The adidas third jerseys of (from left to right) Juventus, FC Bayern Munich, Manchester United, Real Madrid, Chelsea & AC Milan

The six European giants will each bring two of their top players to reveal their new **‘spark in the night’** third kits. All the kits incorporate unique references to the heritage, fans and cities of these great clubs, who between them have won an incredible 28 UEFA Champions League trophies.

Manchester United’s kit has been designed with neon red accents as a pointer to the numerous glorious European nights at Old Trafford, whilst the Real Madrid kit combines night indigo and bright blue colours calling to mind epic UEFA Champions League’s encounters under the Madrid night sky.

The new FC Bayern Munich kit includes bright colour highlights and specific fabric, designed to shine in Europe’s top competition. Chelsea’s is inspired by a fingerprint graphic – a proud illustration of the club’s identity.

The Juventus third kit has a unique gold imprint on the three stripes and club crest – a symbol of the club’s success in the major European competition – whilst AC Milan’s new kit transmits the striking colours and “green aspect” of the EXPO, which their city proudly hosts this year.

“We started the design process for these kits with trend research and fashion fair visits in Summer 2013. These were followed by trips to the different clubs and cities, where input was gathered from the clubs and fans,” said Florian Baeuerlein, Senior Product Manager, adidas Football. “Each development has been made in partnership with the clubs, where feedback has been taken on board and concepts adjusted to create kits that are highly appreciated by the clubs, their fans and their players.”

On a day which will see the victor of the adidas **#BETHEDIFFERENCE World Final** crowned, the third kits will be unveiled at a purpose built event location in Marseille, France. Players from each club will also take part in 2v2 exhibition games, with the very best skills in global football on show, and share their reactions as the UEFA Champions League 2015/16 draw takes place in nearby Monaco.

To join the conversation around the event today, visit **facebook.com/adidasfootball** or follow **@adidasfootball #BETHEDIFFERENCE** on twitter or Instagram.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:**

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| Robert Hughes  Managing Editor – Herzo Newsroom  Email: [robert.hughes@adidas.com](mailto:robert.hughes@adidas.com)  Tel: +49/9132/84-6856 | Alan McGarrie  adidas Senior Global Football PR Manager  Email: [alan.mcgarrie@adidas.com](mailto:alan.mcgarrie@adidas.com)  Tel: +49/9132/84-4686 |

**Notes to editors:**

**Please note:** There are no direct links between the players shown in the campaign imagery and those who will attend the event in Marseille.

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern Munich, Chelsea, Juventus and AC Milan. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.