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

**THIRD KITS PRODUCT MANAGER q&a**

**FLORIAN BAEUERLEIN**

1. **WHAT MAKES THESE THIRD KITS UNIQUE?**

All of the 6 kits are true to the DNA of each individual club, which is interpreted in a vibrant way, paying tribute to the ultimate stage, the UEFA Champions league - the place where the great clubs create their legacy.

1. **MATERIAL WISE, HOW DO THESE DIFFER FROM PREVIOUS KITS?**

We selected specific premium materials and fabrics for each team paying tribute to their uniqueness. Overall, performance is ensured by adidas adizero technology – the lightest kits designed to make our players faster.

1. **ASIDE FROM THE AESTHETICS, WHAT TECHNICAL CONSIDERATION HAS GONE INTO THE THIRD KITS?**

Performance is the basis for success. At adidas one of our core values is “only the best for the athlete”. That’s why we constantly innovate and improve to make our athletes better. Key for this season is certainly the adidas adizero lightweight technology.

1. **THE KITS WERE UNVEILED ON THE NIGHT OF THE UEFA CHAMPIONS LEAGUE GROUP STAGE DRAW, HOW MUCH DID CHAMPIONS LEAGUE FOOTBALL INSPIRE THESE KITS?**

The UEFA Champions League is the ultimate stage for our clubs. The place where champions fight for the most prestigious club trophy in the world. We wanted to create kits which pay tribute to this.

In addition to this, UCL games are played at night and magical moments decide matches like an igniting spark starting a fire.

This idea we brought to life with the “spark in the night” concept, which includes dark coloured kits which feature vibrant colours. In addition, each kit tells a club’s specific theme.

1. **THESE KITS WILL BE WORN BY SOME OF EUROPE’S GREATEST CLUBS, WITH THE MOST PASSIONATE FANS. DO YOU FEEL THAT RESPONSIBILITY WHEN DESIGNING THEIR KITS?**

Creating the kits for our clubs is always an honour but a duty as well. The whole team, whether it is design, development, sports or product marketing is aware of that. We are partnering up with the biggest clubs on the planet. We want to create the best possible kits for them.

For the fans their club is more than just a football team. It is something they fully identify with. They are proud to support their club. We want to contribute and give them all the reasons to be proud of wearing their jersey.

1. **EACH KIT CONTAINS A UNIQUE REFERENCE POINT FOR THEIR CLUBS. HOW DO YOU GO ABOUT IMMERSING YOURSELF IN THE CLUBS TO IDENTIFY THOSE REFERENCES?**

We do this by living a true partnership with the club, players and fans. We take trips to inspire our creativity on a regular basis involving all different stakeholders.

Whether it is talking to players, club officials, passionate fans, kit men, visiting club museums or youth teams – the sources for ideas to build our kits are manifold. On all of our clubs we want to tell stories to inspire players and fans and fuel their passion – ultimately giving the best for their club.

1. **ADIDAS AND MANCHESTER UNITED HAVE CREATED SOME ICONIC KITS TOGETHER IN THE PAST, HOW WAS IT TO WORK ON THAT PARTNERSHIP AGAIN?**

It was highly emotional - bringing two synonyms of football together again. It was like reuniting a family. We are proud to live this partnership and join forces once again.

1. **WHAT WAS THE THOUGHT BEHIND PUTTING THE EXPO COLOURS ON THE AC MILAN KIT?**

The city of Milan is hosting the 2015 EXPO. The world is gathering there. EXPO being one of the most relevant topics for Milan in 2015, the club and adidas wanted to draw on this and via AC Milan, help present the city to the world.

EXPO’s claim “Feeding the Planet. Energy for Life” inspired us and fits perfectly with the colour combination selected for the kit – mainly green and yellow. These are colours with a certain tradition for Milan’s away or 3rd kits.

1. **WHY HAVE YOU CHOSEN THE THEME BEHIND ALL OF THESE THIRD KITS?**

‘Spark in the night’ encapsulates the epic battles fought by the best teams on the planet on legendary Champions League evenings. Theses matches get decided by magical moments that are enlightening the night, like a spark.