



**O**n the 12<sup>th</sup> July for the first time, PUMA Football launched 23 globally licensed club Third and Away kits under the same story of “Step Out” across 7 time zones.

By creating these strong and clean looking kits the aim is to give both the players and fans confidence in style as they step out into their rival’s territory.

Each kit is dark and fearsome in color, technically-advanced, premium in materials, and features unique detailing inspired by the individual club’s stadium or town, so home pride is with them wherever they go.

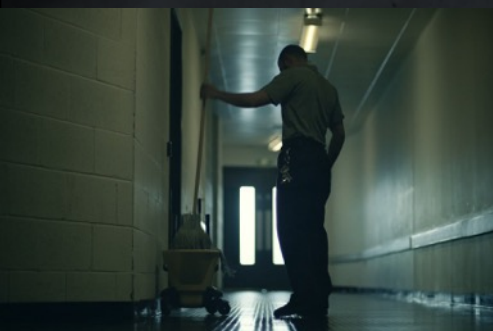
The reveal began in Sydney as the Arsenal FC team stepped out in front of Fort Denison whilst the sun set on the spectacular backdrop of the Sydney Opera House and Harbour Bridge.

Elsewhere across the globe our clubs from Borussia Dortmund to Chivas, Cerezo Osaka to FC Krasnodar, Mamelodi Sundowns to Girondins de Bordeaux, and everywhere in between, launched their kits as the sun went down on their respective countries.

*As part of the campaign PUMA released a brand film to demonstrate the crazy feeling the football mad can get when they pull on their favorite jersey.*

*Click below to see this guy absolutely losing it 😄*

<https://youtu.be/DBFh3yV2-ao>



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