

New Chelsea home kit for 2011/12 season revealed



12th April 2011 – Chelsea Football Club and adidas today unveiled the new home shirt for the 2011/12 football season.



Inspiration & Design

The shirt takes inspiration from Chelsea's heritage with design features originating from past kits used in the early 80s and reflects this with the shadow striped design on the front panel.

A white colour block has also been added to the sleeves and shorts, resulting in adidas' iconic white three stripes appearing in blue for the first time on a Chelsea strip and creating a distinctive and striking design.

Technology

The 2011/12 shirt again features the adidas techfit™ technology in the playing shirt which is proven to enhance performance.

TechFit™ - The players' kit will incorporate adidas' cutting edge TechFit™ technology to help improve speed, increased endurance capabilities and enhanced awareness. This works by stabilising 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 home kit will be available on the 12th May but can be pre-ordered online at www.chelseafc.com/megastore.

As a loyalty reward, all customers who buy the new home shirt from either of the Chelsea stores at Stamford Bridge and Kingston, or via www.chelseafc.com/kitfob before the end of June 2011 will receive a free kit-shaped key fob. The fob will be loaded with 500 TeamCard points worth £5 that can be redeemed on the customer's next purchase in-store or online.

The new kit will be worn for the first time at the final home game of the season when Chelsea play Newcastle on 14th May.

Visit www.chelseafc.com/megastore to pre-order yours now.

For further information:

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