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adidas launches the new Real Madrid kit for next season 2011-12

Madrid, June 9th 2011 – The new Real Madrid kit for the coming season has already arrived. From today Real Madrid enthusiasts will be able to find the brand new kit their idols will be wearing on the field during the 2011-12 season in adidas official shops, in the Real Madrid official shop, and all other authorised distributors.

DESIGN

The new Real Madrid kit stands out for its sleek design. Gold is the chosen colour for the details, including the adidas logo and the three stripes; a brand new feature which represents the many successes in the club's history. For the first time since its foundation, the club has decided to include gold in the design of its uniforms. Players' names and numbers will be golden too, matching the details on the jersey.

The badge has an innovative 3-D design, which reduces the weight of the garment, giving it an added feature. This jersey gets back to the classic polo collar, which carries the initials of the club on the reverse side.

Shorts and socks have the same classic lines as the jersey and include the initials of the club: "RM".

adidas Climacool™ TECHNOLOGY

This jersey features adidas' exclusive Climacool™ Technology which ensures body temperature control and ventilation, thanks to the use of technically advanced fabrics.

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