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adidas reveal the new Chelsea FC away kit for season 2011/12



9th June, 2011 – Chelsea Football Club and adidas today unveiled the new away shirt for the 2011/12 season.



Inspiration & Design

Turquoise squares are set on a black background to create a striking design, while the shorts also feature a turquoise strip and the famous three adidas stripes in white. The socks include a revolutionary design that features anatomically placed cushioning and an Achilles protector.

Technology

The playing shirt features the adidas TechFit™ technology which will 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.

The replica shirt incorporates 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.

The new kit will be worn for the first time when Chelsea play Hong Kong champions Kitchee in their opening game of the Barclays Asia Trophy on July 27.



information

Pre-order and purchase

The shirt can be pre-ordered online at www.chelseafc.com/megastore for delivery on launch day, 7 July

RRP- £45 adults / £35 kids

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