**adidas DHL Stormers 2014 kit**

In December of 2013, [adidas](http://www.adidas.com/za/homepage.asp) unveiled the DHL Stormers home and away kit for the 2014 season at a launch event held today at the adidas Performance store in the V&A Waterfront, Cape Town.

The new DHL Stormers home jersey retains the collegiate royal blue and white colours, which was introduced in last season’s edition so as to bring the jersey in line with the traditional colour and hoops design of the Western Province jersey. However, this season sees a chevron pattern being incorporated into the front of the jersey’s design, adding an exciting, new element to the hoop effect.

One of the most notable changes to recent editions though comes on the away jersey, which has moved away from the traditional white and blue inverted colour variant. Instead, the plain white jersey is starkly contrasted on the front by the introduction of a large royal blue and red lightning symbol – a design element taken from the DHL Stormers’ logo.

Commenting on the new kit, Roddy van Breda, Managing Director of adidas South Africa said, “adidas worked closely with Western Province Rugby in developing the jersey designs that the DHL Newlands faithful would be proud to wear and we trust the contemporary new look of both jerseys will inspire the team to achieve their goal of winning the Super 15.”

Other design elements incorporated into the two new jersey designs include a red insert on the inside of the home jersey collar and blue on the away jersey, both of which add a subtle and visually appealing dash of contrasting colour. Furthermore, the iconic 3 stripes of the technical sponsor, adidas, run along the back shoulder of the jersey and are thicker than in previous versions.

The away jersey will be debuted in the current Super Rugby season on Friday, 14 March against the Chiefs in Hamilton, where DHL Stormers captain Jean de Villiers will play his 100th game for the Stormers. He commented about the jerseys: "I hope and trust that our fans will take to both jerseys and we look forward to being able to represent this proud franchise in our new strips."

The new home and away jerseys are now available at adidas Performance stores as well as many sports retailers countrywide at a recommended retail price of R699.

For further information please visit [adidas.co.za](http://www.adidas.co.za/), [adidas News Stream](http://news.adidas.com/ZA) or follow #showyourstripes on Instagram [adidasZA](http://instagram.com/adidasza) and on Twitter [@adidasZA](https://twitter.com/adidasZA).

Unlock [the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage.

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