



press release



## **adidas reveal the 2014/15 Ajax Cape Town Football Club Home and Away kit**

24<sup>th</sup> July, 2014 – [adidas South Africa](#), the leading global football brand, have revealed the new Ajax Cape Town Home and Away kits for the forthcoming 2014/15 season.

“We are proud to once again partner with Ajax Cape Town by designing and producing their kit for the upcoming 2014/2015 season and are delighted with the design for this year’s home and away kits,” commented Gugu Ntuli, PR Manager at adidas South Africa. “We have been involved with the Club for nearly a decade and our partnership has gone from strength to strength over the years.”

This season’s Home kit features the traditional kit design of the Dutch club. Small light red pinstripes are included within the cloth, while the jersey also features a Polo collar to complete the classical look of the new Ajax Cape Town Home kit.

While the updated Home kit is classical, the Ajax 2014/2015 Away jersey features a spectacular kit design. The jersey is split in a dark blue and navy half with a triangle design on the front. Flashy colour electricity is used for the three adidas stripes and the adidas Performance logo, while the famous Ajax logo has adapted to the kit colours too. As in previous seasons, Ajax and its sponsor adidas, have never been afraid to be bold with a variation of colours for club kit, to engage the fans and consumers. This bold design is in keeping with that attitude.

“In keeping with Ajax’s kit history and the famous bi-colour design of the Home Kit, we are excited to see maintenance of the iconic form. At the same time, we feel that adidas has once again done a terrific job in creating a striking away kit that we are all proud of,” said Milo Boer, PRO at [Ajax Cape Town](#).



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### **Technology**

The kit also features adidas technologies to ensure that it not only evokes pride in the jersey but gives Ajax Cape Town Football Club players an edge on the pitch:

**ClimaCool™** - adidas ClimaCool technology provides a mixture of heat and moisture controlling materials, ventilation channels and 3D fabrics to improve air flow to the skin in key heat zones meaning that when the body heats up during exercise, for instance, ClimaCool ensures that the athlete remains cool.

The new Home and Away kit is now available at adidas Performance stores as well as many sports retailers countrywide at a recommended retail price of R649.

*Ajax Cape Town will play in the jersey for the first time during the 2014 Cape Town Challenge at Athlone Stadium on the 25<sup>th</sup> July 2014.*

For up-to-date news from adidas South Africa or more information about the new Ajax Cape Town kit, visit:

The adidas news stream: [news.adidas.com/za](http://news.adidas.com/za)

The adidas go #allin blog: [adidas.com/goallin](http://adidas.com/goallin)

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