

## National team launches new home jersey before UEFA EURO 2016 play-off thriller against Sweden

**Copenhagen, November, 2015 – When Eriksen, Bendtner, Højbjerg play the rivals from Sweden for a spot in the Euro 16 next summer, they will be wearing new adidas jerseys.**

“The most special jersey you can pull over your head.” This is how Pierre Emile Højbjerg describes the Danish national team jersey that will be launched in a new version before the vital game against the Swedes. The jersey comes in a classical design with two red tones on the front that with a subtle reference to the golden age of Danish football in the 80’s.

“We know that the Danish players will give all for the red jersey in the upcoming play-offs. And we really hope that the players and the fans can look forward to a long line of memorable football moments in this particular jersey”, says Lars Ronne, adidas Nordic PR Manager.

For the first time the classic three stripes are positioned on the side of the jersey and not on the shoulders. The national team jersey has climacool® for ventilation, a woven DBU logo on the right chest and the Danish flag and slogan ‘A Part of Something Larger’ in the neck. The shorts are red or white dependant on the opponent and the socks are red.

The new home kit is the 7th since adidas become sponsor for DBU in 2004. The kit premieres when Denmark’s UEFA EURO 2016 fate is determined in the two play-off thriller games against Sweden.

The official match jersey is on sale now from [adidas.dk](http://adidas.dk) and selected stores.

Technical information:

- *climacool® for cooling and dryness*
- *Jersey front in two different tones of red*

- *Woven DBU logo on the right chest*
- *Round neck with rib*
- *Danish flag and DBU's slogan 'A Part of Something LArger' in the neck*
- *Normal pasform*
- *100% polyester (interlock)*

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