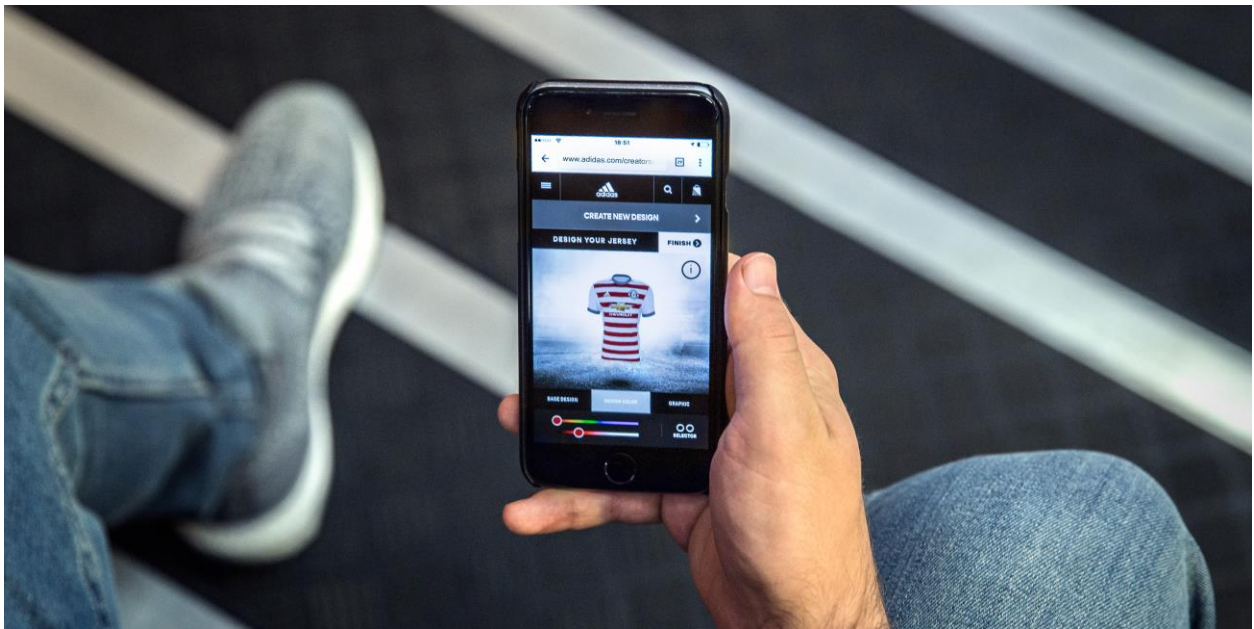




## Information

### Adidas Launches the Creator Studio Giving Young Fans the Chance to Design Third Kits for World's Biggest Clubs

- Real Madrid, FC Bayern Munich, Manchester United, Juventus, AC Milan and Flamengo part of adidas' new digital design experience -
- Creator Studio can be accessed by anyone, including stars from adidas' global roster -
- Winning designs will be used as clubs' third jerseys for 2017/18 season -



**Herzogenaurach, 8<sup>th</sup> August 2016** – adidas has today launched an initiative giving football fans around the world a unique chance to design the third jersey for some of the world's biggest football clubs.

Called the Creator Studio, the digital platform will give fans the chance to be responsible for the third shirts that will be worn by some of the best players in the world at Real Madrid, FC Bayern Munich, Manchester United, Juventus, AC Milan and Flamengo.



## Information

Fans will be able to upload and share their design online with their community through the Creator Studio, and use it as a platform to campaign for votes. Once the designs have been submitted the kits will enter *Battle Mode*, where fans will be given the chance to vote for their favourite kit. The kits with the most *likes* will be entered into a top 100 gallery per club.

The winning shirt for each team will be decided by a judging panel of some of the clubs' most iconic players, with the winning kits going into production as the official third jersey to be worn on pitch by each team during the 2017/18 season.

Real Madrid star, Gareth Bale, said of the Creator Studio: "It's an amazing opportunity for fans from all over the world to make their mark on their favourite club, and to be a part of the club's history. Madrid fans are some of the most passionate in the world and I'm particularly excited to see what the club's winning kit design looks like."

This is the first time that adidas has put the design of its clubs' kits into the hands of fans, providing supporters and aspiring designers with an opportunity to be a part of sporting history.

Markus Baumann, General Manager Football at adidas said: "We are giving people a blank canvas and allowing them to create something exciting and unique. The Creator Studio is an opportunity for fans to become part of the history of some of the biggest global clubs; it's a true first. We hope the idea of seeing their design on field next year, being worn by the players and by fans around the world, will fuel imagination and creativity."

The Creator Studio is a mobile-optimised experience, allowing fans to submit designs on the go as well as from desktop computers. The digital experience allows creators to design the jersey of each club but excludes the shorts or socks.

To start creating your own design, visit: [www.adidas.com/creatorstudio/](http://www.adidas.com/creatorstudio/)

For further information please visit [adidas.com/football](http://adidas.com/football) or go to [facebook.com/adidasfootball](https://facebook.com/adidasfootball) or follow [@adidasfootball](https://twitter.com/adidasfootball) on twitter to join the conversation.



## Information

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For further media information please visit

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### Notes to editors:

#### About adidas Football

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.