



## adidas reveals 2018 Investec Super Rugby jersey designs

- *adidas reveals the five latest jersey designs for the 18/19 Super Rugby season*
  - *Kit aims to bring out the best, to highlight rivalry between teams*
    - *Home jerseys will be worn from preseason*



Auckland, New Zealand, Friday 1<sup>st</sup> December, 2017: adidas Rugby has today unveiled the highly anticipated 2018 / 19 home Super Rugby jerseys for the next two seasons – all five incorporating prominent visual symbols set to showcase the pride and unique story of each team.

Harnessing New Zealand's dominance in the Super Rugby competition, adidas has created a range that will showcase heritage and encourage players to rival every moment. Māori All Blacks Kaumātua Luke Crawford and renowned local artist Dave Burke were also recruited to inspire the Chiefs and the Hurricanes jersey designs.



The Blues kit nods to the city's point of difference through the 48 volcanoes that make up the neighbouring suburbs of home turf Eden Park. Volcanic styled ridges wrap around the player to emulate their home ground while the alternative match kit highlights cloud, ash, and fire, simulating consistent pressure against their opponents.

The Chiefs graphic reflects the region's Māori heritage and integrates a powerful proverb on the inner collar: 'Waikato Taniwhā rau, he piko he taniwhā, he piko he taniwhā' - 'Waikato of a hundred Chiefs, at every turn of the river a Chief' – a subtle, but powerful detail to contest their rivals. The central figure is the taniwhā, placed strategically over the stomach region to draw power and energy from.

The Highlanders design marries the strength of the region's mountains and rivers with the Scottish heritage of the team - using tartan and the Celtic knot across the chest. The distressed look and feel of the jersey is also symbolic of being battle scarred and hardened.

The Hurricanes design reflects the capital's weather patterns with inspiration stemming from the 'supercell' – the strongest and fastest wind on earth. The design sits across the front of the players' jersey representing a united force that will always be seen and heard on field. In amongst the supercell details 16 separate winds – signifying all 15 players on field and their dedicated fan base.

Finally, much like the game plan for 2018, the Crusaders take on the competition afresh looking to reclaim their title. Having the biggest target on their back, the new jersey is empowered by the sword, providing the necessary strength to defend the line and capture the championship.

Quentin Bleakley, adidas New Zealand Country Manager says, "Super Rugby continues to strive as one of the most supported competitions in New Zealand and our team jerseys are a crucial part of rivalling that regional sporting culture.



“The teams have had a preview of the new jerseys and feedback has been resoundingly positive. We’re looking forward to seeing what loyal Super Rugby fans think when they take to the side-lines at the start of next season,” he says.

The new range of home jerseys, alternate jerseys, shorts and other merchandise will all be available from December 1<sup>st</sup>. The range will be stocked at adidas stores and major sporting goods retailers, rugby retailers worldwide and online at [www.adidas.com](http://www.adidas.com).

**ENDS**

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