**adidas Soccer Reveals New 2018/19 Juventus Away Kit**

**- New pastel sand kit has a classical design with modern features-**

**- It is built for maximum wearability and style – suitable for the stadium and the street -**

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**Portland, Ore., August 21–** adidas Soccer today revealed the new Juventus away jersey to be worn during the 2018/19 season. The new kit features a sand design, with several unique features making it equally suited for the stadium or the street.

The new pastel sand colored kit is designed to maximize wearability and style. A re-worked and improved performance silhouette gives the jersey a striking new profile as well as ensuring maximum comfort. An elegant button collar references the classic past of one of Europe’s most iconic clubs. The jersey also features accented cuffs that feature the clubs iconic Bianconeri (white and black stripes) in a way that is subtle and contemporary while also underlining the club’s history and referencing their long-term nickname.

Francesca Venturini, Designer at adidas Soccer, said of the launch: “Working with Juventus, the history of the club serves as both inspiration and ambition. Our goal is to take the iconic design elements associated with the club and inject them with contemporary style that makes the jersey work for fans in the street just as well as players in the stadium. With this new sand away kit, we have produced a design that is both classical and contemporary and gives a fresh new look to a famous jersey.”

The new jersey is available to purchase in the Juventus online store, in adidas global retail stores, the adidas online shop www.adidas.com/us/soccer​.

For further information please visit adidas.com/us/soccer or follow **@adidasfootball** on Instagram or twitter to join the conversation.