**adidas and Arsenal launch new partnership with 2019/20 home kit**

**Herzogenaurach, 1 July –** adidas Football and Arsenal launch a progressive new era for the London club. Revealing a fresh new home strip design nodding to the iconic adidas shirts of the past with a distinctively modern twist, the debut collection sets the tone for an innovative new partnership.

The all-new kit design for the 2019/20 season features a classic all-over red body, complimented by popping white sleeves and contrasting collar. The white high collar design is adorned with a central red stripe and black trimming. This design is repeated on both sleeves and the distinctive three stripes run across the shoulder in a bright white.

The 2019/20 home kit kicks off the brand-new partnership between adidas and Arsenal, which aims to elevate the club both on and off the field.

adidas Football General Manager Nick Craggs commented; “Arsenal has always had a unique culture that has seen them at the forefront of innovation, redefining the game, while staying true to their core values. We’re excited to be a part of that and, of course, delivering iconic kits that Arsenal fans love”.

Managing Director of Arsenal, Vinai Venkatesham, said, “adidas’ core values mirror ours, they’re progressive and innovative and their bold ambitions for the club and the partnership are aligned with our own. We’re excited to have adidas by our side as we continue to develop and push boundaries together both on and off the field, the Arsenal way”.

The release is accompanied by a film ‘This is Home’, which explores a timely and powerful message of inclusion; showing how first team players from around the world feel so at home in London and at Arsenal, they’ve become part of the fabric of the club and the community, adopting accents of North London and real Arsenal fans. The spot features players past and present alongside fans including Idris Elba, Ian Wright, Tony Adams, Alexandre Lacazette, Pierre-Emerick Aubameyang, Mesut Ozil, Vivianne Miedema and Mattéo Guendouzi.

The Arsenal home kit will be available at the Arsenal.com, adidas.com and in stores from July 1.

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

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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 and the UEFA Champions League. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich and Juventus. Some of the world’s best players also on the adidas roster are Leo Messi, Paul Pogba, Gabriel Jesus, Mohamed Salah, Roberto Firmino, Paulo Dybala, Thomas Müller, James Rodríguez, Diego Costa and Mesut Özil.