**ADIDAS AND JUVENTUS REVEAL 2022/23 HOME JERSEY, BRINGING THE MAGIC OF ALLIANZ STADIUM TO THE WORLD**

* **Starting from re-coded triangles of the star as a magical symbol, the club’s traditional black and white stripes are reimagined to represent the magic of Allianz Stadium**
* **The kit features HEAT.RDY technology to keep players feeling cool and dry, made with 100% recycled materials**
* **The home jersey is available to purchase from today exclusively via Juventus store, adidas stores and selected partners, with broader availability from May 27**

**Herzogenaurach, 13 May, 2022 –** Today, adidas reveals the Juventus home jersey for the 2022/23 season. Continuing its legacy of constant reinvention, the classic black and white stripes are reimagined with a new graphic element to represent the magic of Allianz stadium.

Since the team’s move to the stadium in 2011, fans have enjoyed countless moments of magic at the venue. For this season, in a new dynamic interpretation of the club’s identity, the jersey draws inspiration from the five triangles of the star as symbol of magic, creating a new visual icon.

With the new stadium-inspired stripe design printed into the fabric of the shirt, players and fans wrapped in the club’s colours proudly represent the Juventus family, wherever in the world – black and white, built to lead. The jersey is finished with black colour blocked details on the collar and sleeve cuffs.

**Marco Omiccioli, Senior Designer, adidas** said: *“Juventus is a club famed for its traditions, but also for being bold and progressive. With this kit we wanted to pay respect to the proud history of the club whilst bringing a new and unique element that unites the club’s community with a subtle reference to its home.”*

The new jersey is made with 100% recycled materials and features the latest in adidas’ temperature regulation innovation, HEAT.RDY – KEEP COOL, which is designed to keep players feeling cool, dry, and confident during play by optimizing sweat distribution and maximizing airflow.

The replica shirt offers similar benefits thanks to the inclusion of AEROREADY – KEEP DRY technology, keeping fans comfortable and ready as it manages the body’s sweat for a dry feeling.

The new home jersey will be worn for the first time on pitch from the weekend of May 14th and will be available to purchase from today via Juventus store, adidas stores and selected partners, with broader availability from May 27.

For further information please visit [adidas.com/football](https://www.adidas.co.uk/football) or follow @adidasfootball on Instagram or twitter to join the conversation.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:** **adidasglobalfootball@hkstrategies.com**

**About adidas in Football**

adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA European Championship, the UEFA Champions League & Major League Soccer. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus, as well as top Federations such as Germany (DFB), Spain (RFEF), Belgium (RBFA), Argentina (AFA) & (as of January 2023) Italy (FIGC). adidas is also partner to some of the best athletes in the game including Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Karim Benzema, Catarina Macario, Jude Bellingham, Vivianne Miedema, Trinity Rodman, Jennifer Hermoso, Serge Gnabry, Pedri, Joao Felix, Lindsey Horan & Wendie Renard.