**ADIDAS REVEALS ITS LINEUP OF FEDERATION KITS FOR THE FIFA WORLD CUP 2022TM**

* **The stories of five nations are captured and expressed through adidas’s innovative Home and Away federation kit designs for the world’s biggest sporting stage**
* **With performance and sustainability the top priority, a consistent design approach has been taken across the kits that showcases both creativity and iconic simplicity, enabling players to be the best versions of themselves on the pitch**
* **Both Home and Away jerseys aim to connect players and fans through shared identity, to create a sense of belonging and confidence throughout the tournament**
* **Ahead of the tournament, the kits will be debuted on the pitch by the respective women’s and men’s national teams in the upcoming match windows**
* **All the kits are available to purchase exclusively via adidas.com federation kits and in adidas retail stores as of August 29th until September 12th**

**Herzogenaurach, Aug. 29th, 2022 –** Today, adidas reveals the Home and Away federation kits created for the national teams of Argentina, Germany, Japan, Mexico and Spain which will be worn on the world’s biggest sporting stage: the FIFA World Cup 2022™.

adidas saw each federation kit as a canvas for creativity, and an opportunity to capture and express the spirit of each nation with design features influenced by key cultural touchpoints ranging from the ancient civilisations and Mixtec art of Mexico celebrated in the nation’s away jersey to the origami crow inspiring Japan’s home kit. Dynamic color spectrums represent each unique national identity, with progressive graphics inspired by the future.

*“When we design national team kits for tournaments as big as the FIFA World Cup, we always keep in mind that these designs will become a part of legendary footballing history. For us it’s crucial first and foremost to create kits that equip the world’s greatest footballing athletes with performance-led apparel that helps them unlock their highest level of play, while at the same time always featuring unique and unforgettably iconic designs that are bold, eye-catching and create a true sense of excitement amongst fans all across the globe.””* said **Jürgen Rank, Senior Design Director Football at adidas**.

With performance and sustainability the top priority, a consistent design approach has been taken across the kits that showcases both creativity and iconic simplicity, enabling players to be the best versions of themselves on the pitch, with each jersey coming in a slim fit.

All our kits are made using 100% recycled polyester, continuing adidas’ ongoing commitment to help end plastic waste. The Authentic breathable kits for Argentina, Germany, Japan, Mexico and Spain contain 50% Parley Ocean Plastic. Parley Ocean Plastic is intercepted on remote islands, beaches, coastal communities, and shorelines preventing it from polluting our oceans.

Each shirt features the latest in adidas fabric innovations, including lightweight, heat-applied details. The kits for Argentina, Germany, Japan, Mexico and Spain are constructed using materials and textures to help keep players feeling cool with HEAT.RDY technology, optimized to keep players feeling comfortable.

**Argentina**

Argentina’s away jersey is inspired by the pride of the nation and its quest for a more equitable world. Its vibrant purple hues, representing gender equality, combine with fiery graphics in reference to the national flag’s iconic Sun of May.

**Germany**

Placed over the heart and detailed in gold, a heat-applied team badge takes centre stage on Germany’s home jersey, whilst a bold vertical stripe inspired by the very first Germany shirt, elevates the classic clean aesthetic to new levels. Detailing on the collar and shirt bindings display the iconic colors of the nation’s flag. The away jersey captures the spirit of the team, using the colors of the national flag and blurring the ‘D’ of ‘Deutschland’ to reflect the dynamic football played by the squad.

**Japan**

Representing self-expression, Japan’s home jersey features a bold origami three-legged-crow-inspired design, whilst its away jersey is crafted to reflect the flowing style of Japan’s play: the blurred graphics are also inspired by origami, brought to life through a design that illustrates speed.

**Mexico**

Paying homage to its ancient civilisations, adidas infuses Mexico’s away jersey with Mixtec art to summon the fighting spirit of the nation. Amidst the eye-catching all-over design, a sign off on the inside collar displays Quetzalcoat’s serpent body – a representation of humankind’s physical abilities.

**Spain**

Constructed from its unique footballing DNA, Spain’s home jersey makes a timeless statement as it’s dominated by the team’s famous deep red color, with color references to the flag across the collar and shirt bindings. The away jersey features an undulating graphic taking dynamic inspiration from the country’s 1982 logo, when Spain last hosted the world’s biggest football tournament.

All the kits are available to purchase exclusively via adidas.com federation and in adidas retail stores as of August 29th until September 12th.

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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.

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