**Belgian Red Devils make statement of LOVE with FIFA World Cup 2022TM away kit**

*Bold away kit is second chapter of partnership with Tomorrowland*

**September 23, 2022** – With excitement for the FIFA World Cup 2022 building, adidas, the Royal Belgian Football Association (RBFA) and Tomorrowland proudly present the second chapter of their unique collaboration and present the new away kit for the Belgian Red Devils. With the kit, the Belgian Red Devils and partners involved intend to make a positive, fun statement of LOVE in times of turmoil.

Respecting a long history of Belgian away kits, the foundation of the kit is white. Like in chapter 1 with the football inspired festival collection, the festival inspired football kit features LOVE sign-off and a bold graphic print. The graphic print is inspired by Tomorrowland’s famous fireworks, and features as symbol for mutual values on diversity, equality, and inclusivity. The Belgian Red Devils will debut the kit on September 25, in the UEFA Nations League match against The Netherlands.

**Design details**The bold graphic print is not only on the collar, sleeves, sides and trim of the jersey and shorts but is even used boldly throughout the adidas logo and federation crest, fitting the positive statement of LOVE. Even the players name and numbers, or print of choice, are available in the bold graphic print, for those that want to truly stand-out whilst donning their jersey.

For the first time, the product offering for the Belgian Red Devils includes authentic match wear – as worn by the team – as well as replica match wear. Both feature a premium 3D silicone version of the federation crest.

For authentic match wear, the devil is in the details, with rich fabrics, elevated and multi-colored three stripes, woven sleeves, and slightly different graphic print on each product, making each product unique. On the authentic jersey, the LOVE sign-off is featured as neck detail in the inner neck of the jersey.

On the replica jersey, it is featured on the outside of the jersey. LOVE, with the Tomorrowland logo as letter O, is a subtle prompt to remind all to celebrate life and each other more. For the Belgian Red Devils, primary shorts and socks are white, with purple shorts and socks available as alternative. The shorts are also available in the bold graphic print, but only for the biggest fans, as they are too bold to be compliant with regulations of the governing bodies. The kit seen on the Belgian Red Devils will feature purple player names and numbers.

**Availability**
The new away kit is available on via [adidas.com Belgian away kits](https://www.adidas.com/us/belgium), shop.rbfa.be, store.tomorrowland.com, and through selected adidas stores and retailers, from September 23 onwards.

Come together and feel the LOVE!

About the Royal Belgian Football Association:

As the largest sports federation in the country, with more than half a million members, the Royal Belgian Football Association represents 4,000 football clubs. Together with the regional federations ACFF (Association des Clubs Francophones de Football) and Voetbal Vlaanderen, the RBFA organizes around 12,000 matches per weekend, including, of course, the matches of our national teams. The Belgian Red Devils and the Red Flames are our ambassadors.

By launching the Come Together plan in March 2021, in collaboration with the regional federations, the RBFA has adopted a global strategy to fight as effectively as possible against all forms of discrimination that unfortunately still occur on and around our fields. Thanks to this initiative, we now have an easily accessible and user-friendly contact form for victims and witnesses on our websites and our RBFA app, and we organize numerous training sessions for the different football stakeholders to raise awareness of this problem and to help them to react in the best possible way when faced with it. We have also set up the National Chamber against discrimination and racism, a body that has been active since the 2021-2022 season. This federal body is made up of lawyers and experts in the field and deals exclusively with all matters relating to discrimination and racism at all levels of our amateur and professional football.

About Tomorrowland:

Tomorrowland is one of the most popular and iconic music festivals in the world held in Boom, Belgium, organized and owned by the original founders, the brothers Beers. Tomorrowland was first held in 2005 and has since become one of the world’s most notable global music festivals. It takes place every year in summer.

Tomorrowland is located in a beautiful natural place, recreation area De Schorre, in the town of Boom, Belgium. It is a true fairy tale world situated in beautiful natural surroundings, with a strong eye for detail such as enchanting décor, fascinating acts and peripheral animations, amazing, tasty and healthy food and drinks, spectacular fireworks – an unforgettable and incomparable show. Being a home to hundreds of thousands of people from all walks of life, one of the most unique things about Tomorrowland remains the whole world coming together in one magical place with everyone being equal and uniting as one – symbolizing the values of freedom, respect, diversity, and solidarity. Every year, the festival features a special theme that inspires the famed MainStage design and stage production. The theme of Tomorrowland 2022 was ‘The Reflection of Love’.

The 16th edition of Tomorrowland in 2022 took place on July 15-17, July 22-24 July and July 29-31, and welcomed 600,000 People of Tomorrow from over 200 countries. More info: [www.tomorrowland.com](http://www.tomorrowland.com).