**ADIDAS AND JUVENTUS UNVEIL 2023/24 HOME JERSEY**

* Designed for a new generation of Juventus fans, the shirt updates the club’s distinctive design heritage with a brushed zebra-style graphic - edged with bold yellow accents
* Created to enable performance at the highest level, the on-field kit uses materials and textures that work harmoniously with HEAT.RDY technology to keep players feeling cool
* The jersey is available to purchase on adidas.com, the Juventus club and online at [adidas Juventus kits](https://www.adidas.com/us/soccer-jerseys) from the 12th of May.

**Herzogenaurach, 12th May 2023 –** Today, adidas reveals the [Juventus home kit](https://www.adidas.com/us/soccer-jerseys) for the 2023/24 season. Created for the club’s new generation of supporters, the jersey evolves the kit’s iconic design with an unexpected graphic and bold technologies – all while remaining true to the distinctive DNA of Juventus.

Hero to the shirt’s design is a celebration of the unmistakable Juventus black and white stripes – that instantly evoke a sense of pride and unity between player and fans. The pattern, which since 1903 has been a visual shorthand for the club, is recoded this season from the previous triangular pattern and retold through the brushed stroke finish that replicates the unique patterning of a zebra. The technique is applied to evoke the individuality and artistry of the players on pitch, while the tongue-in-cheek nod to the equally iconic zebra markings speak to the impactful black and white stripes pattern.

The bold graphic that runs across the jersey is completed by contrasting yellow detailing. The colour, that draws inspiration from legendary jerseys of the past, is featured throughout key parts of the design from the badge and sponsor markings to the three stripes that adorn the shoulders, creating a jersey rooted in the club’s heritage, yet unmistakably modern by design.

The on-field version of the shirt is constructed using materials and textures to help keep players feeling cool with HEAT.RDY technology, optimized to keep players feeling comfortable while performing on the biggest stage. The version of the jersey for the fans features AEROREADY technology, which uses sweat-wicking or absorbent materials to keep the body feeling dry.

Both versions of the new jersey are made with 100% recycled polyester, continuing adidas’ ongoing commitment to help end plastic waste.

The home jersey will be worn on pitch for the first time against Cremonese on May 14th and is available from May 12th to purchase via Juventus stores, selected adidas retail stores and online at [adidas Juventus kits](https://www.adidas.com/us/soccer-jerseys).

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**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**](https://news.adidas.com/Tags?tags=FIFA%20World%20Cup)™, the [UEFA European Championship](https://news.adidas.com/Tags?tags=UEFA%20European%20Championship)  & the UEFA [**Champions League**](https://news.adidas.com/Tags?tags=%20Champions%20League). adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus. adidas is also partner to some of the best athletes in the game including Vivianne Miedema, Lindsey Horan, Wendie Renard, Alessia Russo, Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Jude Bellingham, and Karim Benzema.

**Market SEO link:**

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