**ADIDAS AND FC BAYERN MÜNCHEN REVEAL 2023/24 ‘MUNICH IS RED AND WHITE’ HOME JERSEY**

* The jersey celebrates the club’s core visual DNA – the iconic red and white that unites fans and athletes
* The on-field edition of the home kit uses materials and textures that work harmoniously with HEAT.RDY technology to keep players cool
* Available from 17th May to purchase via FC Bayern stores, selected adidas retail stores, and online at [adidas.com/us](https://www.adidas.com/us/soccer-jerseys).

**Herzogenaurach, 17 May 2023 –** Today, adidas reveals the FC Bayern München home jersey [adidas.com/us](https://www.adidas.com/us/soccer-jerseys)  for the 2023/24 season, celebrating the club’s unique connection to red and white.

The jersey reinterprets the iconic hues – that represent the club’s identity and commitment – by revisiting the archive and updating it for the 2023 season. Simplistic in its celebration of colour, the shirt’s predominantly crisp white base is decked with bold deep red sleeves, in a nod to the first home kit worn by the team in the club’s first season in Germany´s top division. The inside of the collar completes the design story featuring the message “Rot & Weiß ein Leben lang” – translated to ‘red & white for life’; a reference to one the club’s bylaws that home kits must feature red and white.

Highlighting the connection of FC Bayern München to its colours as well as to the city of Munich – one that transcends the mere football audience, adidas and the club are teaming up with the Superbloom Festival (taking place on 2nd and 3rd of September) in the Bavarian capital to elevate the story and demonstrate that Munich is red and white as well.

**Lisa Datz, Senior Product Manager at adidas Football said:** “The combination of red and white represents the identity of FC Bayern Munich - and has done so for more than a century. These colors represent pride, unwavering confidence, and great triumphs. With this new kit we are highlighting the importance of these colors to the club and can't wait to see it on the pitch and on the fans as we embark on the next chapter of the red and white success story together."

The on-field version of the shirt is constructed using materials and textures to feel cool, adidas HEAT.RDY is optimized to keep you comfortable. While the replica jersey features AEROREADY technology, which uses sweat-wicking or absorbent materials to keep the body feeling dry.

**FC Bayern München striker and club legend, Thomas Müller, said:** “The colors red and white have been with me all my life. With this traditional design, the new home shirt stands for the success story of FC Bayern Munich.”

**FC Bayern München player, Lina Magull, says**: "When you think of FC Bayern, images of red and white immediately come to mind. Even as a child, my room was decorated in these colors, and it's a dream to be able to wear them on the pitch. The new jersey combines history and elegance - and we want to do justice to these colors."

Both versions of the new jersey are made with 100% recycled polyester, continuing adidas’ ongoing commitment to help end plastic waste. Earlier this year, adidas announced that it is ahead of schedule in its journey to replace virgin polyester with recycled polyester in its products wherever possible by the end of 2024.

The home jersey will be worn on pitch for the first time against RB Leipzig on 20th May and is available from 17th May to purchase via FC Bayern München stores, selected adidas retail stores, and adidas.com/football. It will be available from €100.

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**About adidas**

Adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of €22.5 billion in 2022.

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