**ADIDAS AND JUVENTUS REVEAL NEW AWAY KIT FOR 2023/24 SEASON, INSPIRED BY THE MONTE ROSA**

* This reimagined new away kit takes inspiration from the stunning mountain overlooking the city of Turin
* Primarily white, the away kit provides freshness to fans following predominantly black away kits
* Available from the 10th July in Juventus stores, selected adidas retail stores and online at adidas Juventus kits [INSERT MARKET LINK FROM SEO TEAM]

**Herzogenaurach, 10th July 2023 –** Today, adidas unveils the new Juventus away kit for the 2023/24 season, inspired by the Monte Rosa that towers over Turin.

Predominantly white – a design change from previous years – the fresh new look boasts a captivating aesthetic, reflecting the iconic snow-covered glacial peaks of the Italian Alps. Ascending its crisp white base, grey hoops and the iconic Juventus pink display a craggy texture, mirroring the rocky face of the Monte Rosa that punctuates the city skyline.

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

Engineered to support players in their performance, this jersey is made with 100% recycled materials, representing just one of adidas’ solutions to help end plastic waste.

The new kit will be worn for the first time during the club’s upcoming pre-season friendly fixtures and will be available to purchase from July 10th via Juventus stores, selected adidas retail stores, and online at adidas Juventus kits [INSERT MARKET LINK FROM SEO TEAM].

**-ENDS-**

**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. 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, Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Alessia Russo, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Jude Bellingham, and Karim Benzema.

**Market SEO links:**

|  |  |  |
| --- | --- | --- |
| **NAM** | adidas.com/us | https://www.adidas.com/us/soccer-jerseys |
| adidas.ca/en | https://www.adidas.ca/en/soccer-jerseys |
| adidas.ca/fr | https://www.adidas.ca/fr/soccer-maillots |
| **LAM** | adidas.com.ar | https://www.adidas.com.ar/camisetas-futbol |
| adidas.cl | https://www.adidas.cl/camisetas\_de\_equipos-futbol |
| adidas.co | https://www.adidas.co/camisetas\_de\_equipos-futbol-hombre |
| adidas.mx | https://www.adidas.mx/jerseys-futbol |
| adidas.pe | https://www.adidas.pe/camisetas-futbol-hombre |
| adidas.com.br | https://www.adidas.com.br/camisas-homem-futebol |
| **EU Big 6** | adidas.co.uk | https://www.adidas.co.uk/juventus |
| adidas.de | https://www.adidas.de/en/juventus |
| adidas.de/en | https://www.adidas.de/juventus |
| adidas.fr | https://www.adidas.fr/juventus |
| adidas.it | https://www.adidas.it/juventus |
| adidas.es | https://www.adidas.es/juventus |
| adidas.nl | https://www.adidas.nl/juventus |
| **EU** | adidas.cz | https://www.adidas.cz/juventus |
| adidas.dk | https://www.adidas.dk/juventus |
| adidas.at | https://www.adidas.at/herren-fussball-trikots |
| adidas.ch/de | https://www.adidas.ch/de/herren-fussball-trikots |
| adidas.ch/en | https://www.adidas.ch/en/men-jerseys-football |
| adidas.ch/fr | https://www.adidas.ch/fr/maillots-football-hommes |
| adidas.ch/it | https://www.adidas.ch/it/juventus |
| adidas.gr | https://www.adidas.gr/juventus |
| adidas.be/en | https://www.adidas.be/en/men-football-jerseys |
| adidas.be/fr | https://www.adidas.be/fr/maillots-football-hommes |
| adidas.be/nl | https://www.adidas.be/nl/heren-voetbal-sportshirts |
| adidas.fi | https://www.adidas.fi/juventus |
| adidas.ie | https://www.adidas.ie/juventus |
| adidas.no | https://www.adidas.no/juventus |
| adidas.pl | https://www.adidas.pl/juventus |
| adidas.pt | https://www.adidas.pt/juventus |
| adidas.sk | https://www.adidas.sk/juventus |
| adidas.se | https://www.adidas.se/juventus |
| **APAC** | adidas.jp | https://shop.adidas.jp/item/?sport=football&category=wear |
| adidas.com.au | https://www.adidas.com.au/football-jerseys |
| adidas.co.nz | https://www.adidas.co.nz/football-jerseys |
| **EM** | adidas.ae | https://www.adidas.ae/en/football-jerseys |
| adidas.co.in | https://www.adidas.co.in/men-football-jerseys |
| adidas.com.tr | https://www.adidas.com.tr/tr/forma-futbol |
| adidas.com.tr/en | https://www.adidas.com.tr/en/men-jerseys-football |