**ADIDAS AND ARSENAL LAUNCH MEN’S TEAM AWAY KIT FOR 2023/24**

**Washington D.C., 18th July 2023 –** Today, adidas and Arsenal unveil the bold new men’s team away kit for the 2023/24 season, celebrating the club’s Islington roots and broadcasting the brightest Arsenal supporting artists onto the world stage through a bespoke launch video.

The eye-catching shirt features fluid black lines inspired by the map of Islington. The design represents the journeys supporters make out of the club’s home borough for away days on the road. A fresh, shock-yellow base colour is complemented by light blue accents that feature on the collars and sleeves.

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. The replica version of the kit features AEROREADY technology, which uses sweat wicking or absorbent materials to keep players feeling dry.

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

Speaking about the new shirt, Gabriel Martinelli, said:

“I love it! It’s a fresh look and it really brings to life the style of Arsenal. Our supporters are incredible and it’s great that adidas and the club have created this design to celebrate them and our roots in north London. I can’t wait to get back on the pitch in our new away shirt.”

Launched during the men’s U.S. tour, the accompanying video showcases the creativity, style and cultural influence of the Arsenal family, with AntsLive, Scratcha, Theo Ellis, Mabel, Sherelle, Islington Youth Choir, Ashley Walters, Asa Butterfield, and a cameo from Spandau Ballet’s Martin Kemp, all bringing to life a vibrant representation of north London culture.

Arsenal’s Bukayo Saka, Martin Odegaard, William Saliba, Alex Zinchenko and Gabriel Martinelli also feature in the video as they tune into *188.6 Islington FM* blasting out *Number One Candidate*, the standout track from AntsLive.

AntsLive, the Arsenal supporting UK rap artist about to set the world alight, said:

“There are so many talented Gooners all over the globe and I love the way the club is making a real effort to showcase the talent. Arsenal have always led the pack in supporting culture. We’ve seen them connect with supporters in north London and communities around the world in different ways and this time it’s through music and design. As a lifelong Gooner, it’s a special honour to feature in the launch and have my music as the soundtrack. Big up The Arsenal every time.”