**ADIDAS AND REAL MADRID LAUNCH NEW AWAY JERSEY FOR THE 2023/24 SEASON, INSPIRED BY THE SOUL OF THE CLUB – THE MADRIDISTAS**

* The new away jersey champions the everlasting passion that the fan base has for their team.
* Thepredominantly navy jersey features an updated tonal graphic symbolizing infinity, to represent the unwavering support of the Madridistas.
* The away jersey will be worn on pitch for the first time against AC Milan in Los Angeles on July 23rd during the club’s US pre-season tour. To mark the launch, Real Madrid is hosting a launch reminiscent of a South American carnival, in a nod to the host city’s Latin American community.
* Available from 21st July in adidas, Real Madrid Official Stores, selected retailers and online at adidas Real Madrid kits [INSERT MARKET LINK FROM SEO TEAM. SEE IN APPENDIX BELOW].

**Los Angeles, 21st July 2023 –** Today, adidas reveals ‘*el alma del club*’ – the new Real Madrid 2023/24 season away jersey [INSERT MARKET LINK FROM SEO TEAM. SEE IN APPENDIX BELOW] – inspired by the life and soul of the club - the Madridistas.

Real Madrid fans travel far and wide across the duration of the season. To honour this commitment, the jersey’s design is a celebration of the never-ending passion and unwavering support the club’s fanbase displays away from the Santiago Bernabéu stadium.

Sitting on top of a navy base, is a tonal all-over graphic that represents the symbol of infinity - a nod to the never-ending support that Real Madrid supporters so consistently display. The design is complimented with the famous adidas three stripes along each sleeve in the club’s official colours of gold, silver and violet – perfectly capturing the fun and free-natured feeling fans experience when travelling abroad following Real Madrid.

**Sam Handy, Vice-President for Design at adidas said**: “*Home and away, Real Madrid is a club with a huge fanbase that will follow their team anywhere, no matter where or when.*

*With this season’s away jersey we’ve encapsulated the adventurous feeling experienced when travelling to away games – something both supporters and players can identify with. In what is shaping up to be an exciting season for the club, we can’t wait to see Madridistas from all over the world wearing the jersey during the upcoming season.”*

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

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 away jersey will be worn on pitch by the likes of Jude Bellingham, Toni Kroos, Nacho and David Alaba, for the first time against AC Milan in Los Angeles on July 23rd during the club’s US pre-season tour. To mark the launch, Real Madrid is hosting a launch reminiscent of a South American carnival, in a nod to the host city’s Latin American community. Prior to the match, a number of Latino artists including the LA-based Colombian artist - Lupe Fuentes and Mexican rapper - Aleman, will give a live performance in front of club legends and invited guests.

The jersey will be available to purchase from July 21st via Real Madrid Official stores, selected adidas retail stores, and online at **adidas Real Madrid kits** [INSERT MARKET LINK FROM SEO TEAM. SEE IN APPENDIX BELOW].

**-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 and Jude Bellingham, and.

**Market SEO links:**

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