**ADIDAS AND REAL MADRID CELEBRATE ICONIC CREST AND HALLOWED NIGHTS WITH BOLD NEW THIRD KIT**

* **The bold black colourway – a nod to iconic performances – is updated with shocks of yellow in honour of the crown that features on the club’s crest**
* **This season’s third kit is designed at the intersection of streetwear aesthetic and innovative performance technologies**
* **Available from August 10th via adidas stores, Real Madrid stores, wholesalers and online at adidas Real Madrid kits.**

**Herzogenaurach, August 10, 2023 –** Today, adidas unveils the Real Madrid third kit for the 2023/24 season, that retells the story of its crest in a bold new way and celebrates the club’s place as European legends.

A tribute to iconic Real Madrid third kits of past seasons, the new collection recodes an iconic dyed black colourway, updated for the season via a bright shock of yellow on the club’s crest, punctuated by a carbon-toned border around key markings.

The result is a shirt that looks to remind fans of iconic moments from the club’s illustrious European nights, which includes winning the UEFA Champions League a record-breaking 14 times. In particular, the black colourway is chosen to emulate what was worn when Real Madrid were crowned champions after an epic UEFA Champions League Final in 2000, imbuing a sense of nostalgia and confidence.

The yellow from this famed shirt has also been carried through, as adidas designers pulled inspiration and colour from the iconic crown of the club’s emblem and reimagined it as bold tones on the chest, and club initials carried proudly on the left side of the collar.

**Sam Handy, Vice President for Design Football at adidas** said: “*We’ve taken inspiration from Real Madrid’s long-standing place as trendsetters in the game of football, to create something that allows fans and players to stand out. First and foremost, this is a piece built to support athletes on the biggest stage.* *However by designing at the intersection of legacy, identity and expression, this is a jersey built to be as successful for the fans on the street, as it is for the players on pitch.*”

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Crafted for performance and to support world class players, the jersey features the latest in adidas performance benefits. 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 keep players feeling dry.

Both versions of the jersey have been made with 100% recycled materials, representing just one of adidas’ solutions 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.

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**ENDS**

**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.

**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.

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