**ADIDAS AND ARSENAL REIMAGINE A CULT CLASSIC WITH THE LAUNCH OF THIRD KIT FOR 2023/24 SEASON**

* **The new shirt reinvents an icon from the 80s - the 82/83 away shirt - with performance technologies for today’s athlete.**
* **The cannon crest and Henley crew neck of the original are given a minimalist, modern twist.**
* **Available from August 18th via adidas stores,** [**Arsenal Direct**](https://arsenaldirect.arsenal.com/Football-Shirts-and-Kit/Third/c/third-kit?utm_source=arsenaldotcom&utm_medium=website_article&utm_campaign=ThirdKit_2324&utm_proposition=retail)**, Arsenal stores, selected retail stores, and online at** [**www.adidas.co.uk/arsenal**](http://www.adidas.co.uk/arsenal).

**Herzogenaurach, August 18, 2023 –** Today, adidas and Arsenal unveil the new third kit for the 2023/24 season, celebrating a retro style from the 1980’s.

Sporting a mineral green base with collegiate navy shoulders and off-white stylised crest and sponsor logos, adidas and Arsenal have reinvented a cult classic fit for the present day. This celebration of a unique kit, expressed through minimalism, delivers an eminently wearable collection fit for the supporter in the stadium and at home and the player on-pitch.

With the men’s and women’s teams gunning for success in the UEFA Champions League this season, the kit is launched with an accompanying film that brings continental style to the streets of Islington. Declan Rice, Jurrien Timber and Leah Williamson are among those who feature in the film that takes in some recognisable landmarks near Emirates Stadium.

Inigo Turner, Design Director for Football Apparel at adidas said: “*Given the depth of Arsenal’s kit archive, looking to the past is always an inspiring place to start when designing something for the supporters of today. The iconic green away shirt from the 1982/83 season was a one-off and this modern-day expression of this classic blends fashion and football seamlessly. As these worlds continue to collide, we’ve looked to create a kit that is, first and foremost, primed for performance offering the best for the athlete, while also being an eye-catching fashion statement that supporters are proud to wear at matches and away from the stadium.”*

adidas’ latest performance innovations are built into the design to ensure athletes are supported in the demands of today’s game. The on-field version of the shirt is constructed with HEAT.RDY technology, optimised 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 shirt 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.

The new kit will be worn by both the men’s and women’s teams across the Premier League, Women’s Super League, domestic cups, and the UEFA Champions League. It is currently set to be worn on pitch for the first time by Arsenal Women on October 22nd when they take on Bristol City away in the Women’s Super League. Depending on the draw, it could be worn as early as September when the men’s team return to UEFA Champions League action.

The Arsenal third kit for the 2023/24 season comes in men’s, women’s and youth fits and will be available from today via adidas stores, [Arsenal Direct](https://arsenaldirect.arsenal.com/Football-Shirts-and-Kit/Third/c/third-kit?utm_source=arsenaldotcom&utm_medium=website_article&utm_campaign=ThirdKit_2324&utm_proposition=retail), Arsenal stores, selected retail stores, and online at [www.adidas.co.uk/arsenal](http://www.adidas.co.uk/arsenal).

**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.

**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/arsenal |
| adidas.de | https://www.adidas.de/manner-fussball-trikots |
| adidas.de/en | https://www.adidas.de/en/football-jerseys |
| adidas.fr | https://www.adidas.fr/maillots-football-hommes |
| adidas.it | https://www.adidas.it/maglie\_da\_divisa-calcio-uomo |
| adidas.es | https://www.adidas.es/camisetas\_deportivas-futbol-hombre |
| adidas.nl | https://www.adidas.nl/voetbal-sportshirts |
| **EU** | adidas.cz | https://www.adidas.cz/dresy-fotbal |
| adidas.dk | https://www.adidas.dk/fodbold-spillertrojer |
| adidas.at | https://www.adidas.at/fussball-trikots |
| adidas.ch/de | https://www.adidas.ch/de/fussball-trikots |
| adidas.ch/en | https://www.adidas.ch/en/jerseys-football |
| adidas.ch/fr | https://www.adidas.ch/fr/maillots-football |
| adidas.ch/it | https://www.adidas.ch/it/maglie\_da\_divisa-calcio |
| adidas.gr | https://www.adidas.gr/ποδόσφαιρο-φανέλες |
| adidas.be/en | https://www.adidas.be/en/football-jerseys |
| adidas.be/fr | https://www.adidas.be/fr/maillots-football |
| adidas.be/nl | https://www.adidas.be/nl/voetbal-sportshirts |
| adidas.fi | https://www.adidas.fi/football-jerseys |
| adidas.ie | https://www.adidas.ie/football-jerseys |
| adidas.no | https://www.adidas.no/fotball-troyer |
| adidas.pl | https://www.adidas.pl/koszulki\_sportowe-pilka\_nozna |
| adidas.pt | https://www.adidas.pt/camisolas\_de\_desporto-futebol |
| adidas.sk | https://www.adidas.sk/dresy-futbal |
| adidas.se | https://www.adidas.se/fotboll-traningstoppar |
| **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/football-jerseys |
| adidas.com.tr/tr | https://www.adidas.com.tr/tr/erkek-forma |
| adidas.com.tr/en | https://www.adidas.com.tr/en/men-jerseys-football |