**FROM THE PITCH TO THE STREETS: ADIDAS PRESENTS ITS FASHION-FORWARD LFSTLR COLLECTION FOR ALL OF ITS MAIN EUROPEAN CLUBS**

* **adidas re-imagines football jerseys as streetwear in new LFSTLR collection, for fans who want to support their clubs while showing their own individual style**
* **First revealed in an exclusive fashion and culture event in New York City, the exclusively off-pitch range features lifestyle-focused adaptations of this season’s third jerseys for some of the world´s leading clubs – incl. Arsenal, FC Bayern, Juventus, Manchester United and Real Madrid**

* **The jerseys switch the focus from performance to wearability, so fans can represent their passion in added comfort and style**

**Herzogenaurach, 12th of September, 2023 –** Today, adidas is proud to launch its new LFSTLR jersey collection, <https://www.adidas.com/us/soccer-jerseys> featuring the season 23/24 third jerseys of some its leading clubs, re-imagined as fashion-focused, lifestyle streetwear.

Dubbed the ‘most wearable football jersey,’ LFSTLR blurs the lines between football performance and streetwear culture, re-defining what it means to represent your club away from the terraces. The collection is designed for all fashion-conscious fans who live and breathe football as much as they value their own individual style.

The collection includes adaptations of the third jerseys of Arsenal, FC Bayern Munich, Juventus, Manchester United and Real Madrid, retaining the overall design blueprint of the authentic on-pitch and fan versions but with a focus on wearability and comfort over pure performance for the field of play.

**Sam Handy, Vice President Product and Design, adidas Football, said:** *“The lines between football and fashion have never been more blurred, which is why we’re excited to launch this new collection for fans who want to show off their club pride in style and comfort. Each of the clubs featured in the LFSTLR collection are globally recognised institutions whose appeal stretch beyond a purely football context. That’s why we wanted to challenge and redefine the traditional concept of a replica jersey and tap into current streetwear trends – making them a welcome addition to the wardrobe of any fashion-conscious supporter.”*

Each jersey is made with an elevated base material, including heavier superior fabrics for additional comfort as well as featuring a more premium trim execution and detailing to truly ramp up the style factor. The application of a tonal adidas badge gives each jersey a clean, crisp look that gives the club crests additional prominence. Between 70-100% of the materials used in each jersey are from recycled or renewable sources.

adidas worked with each club to appoint a Creative Lead, tapping into the worlds of fashion and music, and ensuring the unique flair of each team came through with bespoke individuality.

* Arsenal linked up with Grammy-award winning rapper, Pusha T
* FC Bayern collaborated with Achraf, one of the hottest names in the German fashion and music industry
* Juventus called upon Italian style with fashion photographer Giampaolo Sgura
* Manchester United teamed up with Nigerian Afropop singer-songwriter, Adekunle Gold & Manchester’s The KTNA
* Real Madrid worked with renowned Mexican rapper, Alemán

Fashionistas and football culture enthusiasts were treated to a special preview of the collection this past weekend at an exclusive fashion event in New York City.

**The Jerseys:**

**Arsenal LFSTLR Third Jersey**

Arsenal's classic-inspired third jersey, restyled for beyond the touchline with an elevated look and feel. Heavy doubleknit fabric, sweat-wicking AEROREADY and flat-knit details turn this pitch-perfect top into a super-comfy option for football fashionistas and fans alike. While the '80s-inspired design remains, that embroidered cannon badge takes on greater prominence, for a more street-ready look.

Made with 100% recycled materials, this product represents just one of our solutions to help end plastic waste.

Creative Lead – Pusha T

The critically acclaimed, veteran MC behind the #1 album *Daytona,* Pusha T has seen all his solo albums reach the top 5 on the Billboard Hip-Hop albums chart and has just released his new record, It’s Almost Dry.

**FC Bayern LFSTLR Third Jersey**

Using the club's eye-catching third kit as inspiration, this FC Bayern LFSTLR Third Jersey from adidas makes the switch from elite football performance to supreme wearability. Its premium detailing, such as a ribbed crew neck, and a Bavarian Mountain flowers graphic pattern engineered in the jacquard fabric elevate the look and feel of this premium jersey for comfortable, classy everyday wear. Completed with tonal badges, it creates a clean, crisp look that's bound to be appreciated well beyond the club's passionate fan base

Made with 100% recycled materials, this product represents just one of our solutions to help end plastic waste.

Creative Lead – Achraf

Achraf is the young creator of streetwear clothing brand 6pm and the recently launch record label of the same name. Having started the brand while studying at college, Achraf has become one of the most influential young designers in Germany with a dedicated community of fans.

**Manchester United LFSTLR Third Jersey**

Taking Manchester United's beautiful game off the pitch. This super-wearable iteration of the club's third kit shirt replaces performance features with premium engineered fabric that's soft to the touch and comfortable flat-knit details. The tonal adidas Badge of Sport ensures that the all-important red devil crest takes even more of the spotlight.

A minimum of 70% of this product is a blend of recycled and renewable materials.

Creative Lead – Adekunle Gold

Nigerian Afropop singer-songwriter, Adekunle Gold is the face of the United LFSTLR jersey, teaming up with adidas and Manchester United ahead of his US tour for his new album, Tequila Ever After, starting on the 22nd of September.

**Juventus LFSTLR Third Jersey**

On-pitch style. Off-pitch execution. This jersey makes the switch from elite performance to supreme wearability with the help of heavyweight terry loop fabric and fine detailing combined with the tonal badges.

Made with a series of recycled materials, and at least 70% recycled content, this product represents just one of our solutions to help end plastic waste.

Creative Lead – Giampaolo Sgura

One of today’s most sought-after fashion photographers, Giampaolo Sgura has spent nearly two decades as one of fashion’s lens men. His archive spans industry trends, celebrity portraiture, cultural references, and captures society’s prevailing winds. Sgura shot popular model and Juve fan Chiara Scelsi for the LFSTLR launch campaign.

**Real Madrid LFSTLR Third Jersey**

Taking the Real Madrid style beyond the touchline. This jersey reflects the club's sparkling play with a subtle diamonds-and-pearls pattern repeating across its dark base. Finished in carbon, the 3-Stripes and 3 Bar Logo blend in. In complete contrast, the club's famous badge on the chest and an "RMCF" signoff on the collar both bring the passion for Real Madrid to life on the streets.

A minimum of 70% of this product is a blend of recycled and renewable materials.

Creative Lead - Alemán

Previously considered by Noisey France as one of the world’s best Spanish language rappers, Alemán started his career as part of rap group Doble Rima before gaining notoriety as a solo act. His 2021 album, Huracán, saw him collaborate with artists like Snoop Dogg, Cypress Hill, Santa Fe Klan and Kidd Keo, and his latest record, Haciéndolo Fino, launched this August 2023.

The LFSTLR collection is available to purchase from today via [adidas.com football jerseys](https://www.adidas.com/us/soccer-jerseys), and selected adidas stores and retailers, priced €110.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:** **adidasglobalfootball@hkstrategies.com**

**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 & Major League Soccer. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus, as well as top Federations such as Germany (DFB), Spain (RFEF), Belgium (RBFA), Argentina (AFA) & Italy (FIGC). adidas is also partner to some of the best athletes in the game including Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Karim Benzema, Catarina Macario, Jude Bellingham, Vivianne Miedema, Trinity Rodman, Jennifer Hermoso, Serge Gnabry, Pedri, Joao Felix, Lindsey Horan & Wendie Renard.

**Market SEO links:**

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