

**Y-3 and Real Madrid Present their Collaborative Matchwear Collection**

Having launched a collaborative travel collection earlier this year, two titans, on and off the pitch, come together once again as Y-3 and Real Madrid present their collaborative Matchwear collection.

In a fusion of elegance and tradition, Y-3 and Real Madrid’s new premium range brings together fashion and the pinnacle of sport. The aesthetic vision centers on a signature rose motif that takes inspiration from the early days of the collaboration between adidas and Yohji Yamamoto, when roses were the graphic of choice and became the iconic signature of the renowned fashion designer.

The collection itself is highlighted by a purple 4th kit for both the Real Madrid Men’s and Women’s teams, constructed with moisture wicking HEAT.RDY technology to keep players feeling dry while performing on the biggest stage. Story and identity come together in the Matchwear kit through the colors of Real Madrid, where purple is a key shade within the club’s DNA. In addition to the 4th kit, the collection features two goalkeeper kits – one in black and one in orange – as well as a white pre-match selection including a top, a pair of shorts, and an anthem jacket.

From the pitch to the stands, Y-3 has also curated a selection of standout fanwear items, which perfectly encapsulate the label’s savoir-faire, including a T-shirt, a hoodie, a cross body bag, a cap, and a scarf.

Alongside the collection, Y-3 and adidas are set to introduce a special edition Predator boot and Goalkeeper gloves.

Helping to bring the collection to life is a continuation of the campaign shot by London-based photographer Gabriel Moses. Featuring present day Real Madrid icons including Naomie Feller, Jude Bellingham, David Alaba, and Misa Rodríguez, the dynamic visuals tell a story of an unmatched sporting legacy, reimagined.

Arriving on March 27th, the Y-3 for Real Madrid Matchwear Collection is available globally at [adidas.com/y-3](http://adidas.com/y-3), on CONFIRMED, in store, Real Madrid Official Stores, shop.realmadrid.com and through select retailers.

adidas.com/Y-3

#Y3

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