**ADIDAS AND NEW ZEALAND RUGBY LAUNCH 2025 ALL BLACKS JERSEY**

* **Taking inspiration from classic rugby looks of the past, the new jersey incorporates subtle horizontal striped hoops engineered directly on the black canvas of one of the most famous jerseys in sport**
* **Each hoop represents the past, present and future legacy of the team – seamlessly connecting all generations of a team built to inspire**
* **Replica versions of the jersey are available from 1 July, in selected retail stores and from** [**www.adidas.com/rugby**](http://www.adidas.com/rugby)**.**

**Herzogenaurach, 1st July 2025 –** adidas and New Zealand Rugby reveal a timeless look for the latest All Blacks jersey design, set to be worn across the 2025 international season.

adidas designers spent time with the squad to be able to portray the story of the team upon the black canvas of the All Blacks shirt. What emerged was a renewed focus on honouring those who have worn the shirt in the past while laying a strong foundation for the future. This perspective is connected by a subtle but poignant hoop design found circling the torso of each player - signifying the continuous connection between past, present and future.

Taking design cues from the classic stripes found on rugby leisurewear, the hoops are applied via a subtle black on black horizontal design. It is included in the on-pitch version of the jersey – only available to the players competing on the biggest stage – within the construction of the engineered performance fabric itself, with the hooped stripes barely noticeable until viewed up close. The complementary fan version incorporates the same hoop inspiration, via a more distinctive all-over embossed print.

The sophisticated look is complemented by an all-white double-knit fold-over collar design - a continuation on last year’s collar design following player feedback, meanwhile sharp white detailing punctuates the black fabric across the fern emblem, adidas and sponsor logos.

**KERRYN FOSTER, GENERAL MANAGER OF ADIDAS SPECIALIST SPORTS COMMENTED:** *“For 2025, we wanted a jersey that truly represents the ethos that the new coaching set up want to instil in the team. During conversations with the squad and coaches, it became immediately clear that we needed something to connect the All Blacks’ storied past to the current crop of players, as well as future icons of the black jersey. The result is an elegant jersey that that has team storytelling woven into the fabric – which we hope will motivate them every time they pull it on.”*

**SCOTT BARRETT, ALL BLACKS CAPTAIN COMMENTED:** *“2025 is such an important year for us as a squad – it’s our chance to really set the standard for this group. To be able to pull on a jersey that reminds us all not only of the legacy of this team, but also connects us to our collective responsibility to continue to build for the future, will inspire us every time we play.”*

Created using insights garnered from body mapping sessions with every member of the squad, the jersey comes with a bespoke performance silhouette - created to complement the specific body shapes of the team. Ergonomic side panels on the abdominal region hug the body in key contact areas for a tight, three-dimensional fit which minimises opportunities for opposition players to grip while in close contact, while the set-in-sleeve structure provides a sturdy construction fit for peak performance.

Along with the on-pitch jersey - worn only by the players – and replica fan version, the launch collection also features a training range and heritage polo top - all continuing the same hoop design inspiration – but expressed in a black, teal and green colorway. Every item in the collection is available from 1 July, in selected retail stores and from [www.adidas.com/rugby](http://www.adidas.com/rugby).

For further information please visit [**adidas.com**](https://www.adidas.com/rugby) or follow @adidasRugby on Instagram to join the conversation.

**NOTES TO EDITORS:**

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 23.7 billion in 2024.

For more information, please visit [www.adidas-Group.com](https://urldefense.com/v3/__http:/www.adidas-group.com/__;!!BupLon6U!qxiXyQY3gYLMJtnUyhbUHlKoyCdEjtf_HcpvkZZeEm6BylUUDTgddPgMfZnTBT52eVdO2MCLzJ-TrAMczTX4V8u6GqGLoxZb$).

**About adidas Rugby**

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