On the 27th July, Arsenal Football Club revealed their new Third Kit for the 2018/19 season.

The Arsenal Third Kit is the final part of the ‘Beat of the City’ story, inspired by the passion of the fans that fuels the club. This time, the beat comes in the form of a ‘W’ engineered into the evoKNIT performance fabric of the shirt. The ‘W’ represents the attacking part of the famous WM formation introduced in the 1930s by Arsenal legend Herbert Chapman and is directly linked to the ‘M’ graphic featured on the Away Shirt. The shirt comes in a modern Biscay Green base color, with Peacoat Navy detailing. Although a completely new shade for the club, the green and navy combination is reminiscent of the 1982/83 ‘Bluebottle’ kit. A classic fold-over collar and two hoops on the sleeves complete the shirt. The shorts come in Biscay Green with a Peacoat Navy waistband whilst the socks are Biscay Green with four Peacoat Navy hoops circling them.

The shirt and shorts are engineered using PUMA’s highly-developed evoKNIT thermoregulation technology, an enhanced moisture management and adaptive cooling system that helps create the perfect on-pitch body temperature. Combined with its seamless construction, the kit offers the ultimate in fit and mobility for optimum performance.

Engineered cooling zones in the shirt act as channels regulating the body’s temperature, whilst dryCELL technology provides moisture management across the fabric with high-performance yarns that wick sweat away from the body. The kit is created using a seamless evoKNIT construction that provides a lightweight ‘second skin’ feel, so the fabric acts in harmony with the player’s movements and not against them, allowing for improved performance on the pitch.

Arsenal Football Club are part of an impressive roster of PUMA Football clubs both in the UK and internationally, including Borussia Dortmund, AC Milan and Olympique de Marseille, and National teams such as Italy, Switzerland, Uruguay, Senegal and Serbia. PUMA´s football portfolio also includes some of the world´s best players, such as Antoine Griezmann, Romelu Lukaku, Olivier Giroud, Sergio Agüero, Marco Reus, Julian Weigl, Adam Lallana, Cesc Fàbregas, Mario Balotelli, Diego Godin, Héctor Bellerín, Petr Čech, Gianluigi Buffon, Nacho Monreal and Marco Arnautović.

The shirt is on-sale from the 28th of July.

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