



**EMBARGOED UNTIL 27<sup>TH</sup> JUNE, 10:00 PM (CET)**

## **ADIDAS AND NEW ZEALAND RUGBY UNVEIL ALL BLACKS RUGBY WORLD CUP 2023™ KIT**

- adidas worked closely with New Zealand Rugby to ensure the jersey offers best-in-class innovations to meet the demands of the international game.
- Ahead of the tournament in Paris, adidas collaborated with French designer Fey The Wolf to apply his signature creative use of black, and his fresh interpretation of the fern onto the most iconic jersey in the world.
- The replica jersey and supporting lifestyle collection are available from the 1<sup>st</sup> of July.

**Herzogenaurach, 28<sup>th</sup> June 2023** – Today, adidas and New Zealand Rugby reveal the All Blacks Rugby World Cup 2023™ kit. Packed with leading technical innovations and built upon All Blacks' insights and testing feedback, it is designed to enable play at the highest level. The result is a jersey that includes ergonomic side panels in the abdominal area for a tight, three-dimensional fit.

Assisting with designing the adidas New Zealand Rugby 2023 Rugby World Cup Kit is Fey The Wolf – an emerging Parisian-based street-style designer, who is known for his distinctive and creative use of the color black. Working closely with current All Blacks players, Fey The Wolf and the adidas design team created a kit that is centred around the significance of the New Zealand silver fern – which holds deep, cultural meaning to all New Zealanders and the Māori community as a symbol of strength, resilience, and enduring power.

Celebrating this element of All Blacks culture alongside that of the 2023 Rugby World Cup home nation, the shirt interweaves the rounded edges found on fronds' in France into the silver fern design found on the new jerseys. Printed across the replica and on-pitch jerseys, the fern's outline is made via a bold single continuous stroke in a nod to the understanding that players never own the jersey – instead protecting it and passing it along to the next generation; creating one continuous line of guardianship.

At the heart of the on-pitch jersey is an emblem made up of 14 differently sized ferns – to signify the diversity and differing experience of the current squad. Completing the emblem, the crest of the team acts as the 15th fern, with each facing inwards to create the "USO" mark; a Samoan term meaning brother, in honour of the bond between the All Blacks.

**Aaron Smith - Scrum Half for the All Blacks:** *"This is a massive year for us as we travel to France seeking our fourth Rugby World Cup title, in what is, arguably, the most fiercely contested tournament in living memory. The jersey is so important, not only to us as players, but to all New Zealanders around the world – so to have the opportunity to talk through what the jersey and the fern means to us as a nation with Fey The Wolf, and be a part of that creative process, was a really unique experience."*

**Matt Fielding, adidas - Category Director of Fields Sports comments:** *"The All Blacks are one of the most iconic sports teams worldwide – so it's a great honour for us as a brand, to design and showcase to the world our seventh adidas All Blacks Rugby World Cup kit. In what is poised to be a huge year for the men's game, we're excited to bring something new and fresh to this year's design."*

**Fey The Wolf, Designer:** *"There is no more iconic jersey in sport, so it was an incredible privilege to be entrusted with reimagining it for this moment. Central to my approach was to encapsulate what the fern means to New Zealanders of all backgrounds and to help, I was lucky enough to spend time with members of the squad, which provided valuable insight. What stood out to me most, is the sense of guardianship. That the jersey is never owned but passed on to create a continuous line. This was a true jumping off point when starting the creative process – and the responsibility I too carry."*



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The on-pitch jersey - only ever to be worn by All Blacks players - is made with a high-performance yarn which contains at least 89% Recycled polyester. The replica jersey has been manufactured using continuous rolls of material containing Fey The Wolf's unique fern design. This process means each replica jersey is slightly different - providing fans with their own unique piece of New Zealand Rugby legacy. The replica jersey has always been made using 100% recycled polyester – just one of the innovations that represent our commitment to help end plastic waste.

Accompanying the launch is a wide-ranging Leisure Collection, allowing fans to show their support, no matter the occasion. Ranging from training wear to casual loungewear, like the replica jersey, the collection has also been made in part with recycled materials.

The partnership between adidas and the All Blacks is synonymous with rugby union and many of the sport's most iconic moments. This is the first kit launch since the announcement earlier this year that adidas and New Zealand Rugby extended their iconic partnership.

The replica All Blacks Rugby World Cup 2023 jersey is available to purchase for €90, while the training range is available today from €45 to €120. For further information please visit [adidas.com](https://adidas.com) or follow @adidasRugby on Instagram to join the conversation.

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**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 Rugby**

adidas Rugby is proud to support [New Zealand Rugby](https://www.newzealandrugby.co.nz/), and many individual players from around the world. For more information on adidas Rugby, please visit [adidas.com](https://adidas.com). For additional images please visit our media Newsrooms at [news.adidas.com](https://news.adidas.com) and follow us on Instagram under @adidasRugby.