



# NEW AWAY JERSEY UNVEILED: THE DANISH FLAG UNITES DENMARK ON THE ROAD

*The new away jersey could make its debut as early as March 31 against either Ireland or the Czech Republic and will be worn by the Men's National Team over the next two years.*

When the Men's National Team takes the field at the end of March for what we hope will be a World Cup playoff away match, they may be wearing a new away jersey. A jersey where the red and white colours once again take centre stage – even when Denmark plays outside the country's borders.

The new away jersey has been created with a clear ambition: to bring the feeling of home to the world stage and provide both players and fans with a strong symbol of the unity surrounding the national team.

"When the national team plays away, you really feel how strong the support from Danish fans is," says Lars Stentebjerg, CEO of hummel. "Whether it's in Prague, Dublin, or somewhere else entirely, thousands of Danes dressed in red and white fill the stands. This jersey is designed with them in mind – a jersey that unites the players on the pitch and the fans around the team, no matter where the match is played."

"We know how much it means for the players to feel the support from Danes in the stands, even when we are far from home," says Peter Møller, Director of Football at DBU. "Danish fans are known for traveling with the national team and creating a very special atmosphere away from home. This jersey is a symbol of that unity – and of the support the players feel every time they pull on the national team shirt."

## The details of the new jersey

The new away jersey is designed with the ambition of creating

a shirt that is as red and white as possible – a jersey that fans can wear just as proudly at home as they can away.

The red-and-white concept is a direct reference to the "Roligan" movement and Re-Sepp-Ten's iconic "We are red, we are white," which 40 years ago became the soundtrack to Denmark's World Cup journey in Mexico in 1986.

The most central detail is the Danish flag, which spans the entire front of the jersey. The flag is created through a system of pinstripes running both vertically and horizontally across the shirt.

The stripes are inspired by the legendary '86 jersey, which celebrates its 40th anniversary this year. In this interpretation, they are made narrower and more refined in a pinstripe version that both references history and aligns with contemporary design and fashion trends.

At the same time, the stripes make it possible to create a primarily white jersey, where the pattern is broken at the hummel and DBU logos on the chest. Here, the cross of the Danish flag emerges – a graphic detail that ties the entire design together.



## About hummel

hummel is a Danish Sport and Lifestyle brand with a history going back to 1923. hummel designs, produces, and markets sportswear, training and lifestyle wear, equipment and sneakers for adults and children, male and female. Through the four product categories teamsport, footwear, kids, sport lifestyle as well as selected premium co-labs, hummel introduces product multiple times per year inspired by a mix of retro and contemporary trends.

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