

Nike and AS Monaco announce new partnership – New AS Monaco home kit unveiled for season 2014 - 2015

Today, Nike announced a new partnership with French side AS Monaco that sees the world's leading sports brand become the club's official kit apparel, training kit and equipment supplier from season 2014-15, until at least 2019.

And to coincide with the partnership announcement, AS Monaco stars Eric Abidal, Layvin Kurzawa, Falcao, Geoffrey Kondogbia, and James Rodriguez, unveiled the new home kit at La Turbie training centre, one of the most iconic training facilities in the world, overlooking the Principality of Monaco.

“AS Monaco are one of the most exciting football clubs in Europe and their ambition to become one of the world's leading clubs is clear.” said Dermott Cleary, VP / GM of Nike Football. *“We look forward to working with them as we continue to grow our position as number one brand in football.”*

“As we look to the future it is telling of our ambition to welcome Nike as our new partner. This partnership supports our global strategy as we look to grow AS Monaco as one of the world's leading football clubs and we look forward to working closely with Nike.” said Vadim Vasilyev, Vice President and CEO of AS Monaco.”

The team will wear an elegant and modern new Nike home kit for the 2014-15 season that celebrates their glorious history.

In the 1960-61 season AS Monaco sported their famous red and white diagonal halves design for the very first time. And in the same season AS Monaco wore this new design they also won their first ever French championship.

In recent years their shirt had evolved to have one white sleeve and one red sleeve to mirror the diagonal halves on the shirt's body, but the first design from 1960 had two white sleeves.

To commemorate their success and this original design the new AS Monaco kit for this season will sport their famous red and white diagonal

halves, and return to again having two white sleeves.

The shirt has a smart red polo neck collar, and boasts a dynamic and modern new club crest to symbolise an exciting new era in AS Monaco's history.

While this new crest retains the red and white stripes from the Monaco flag and is topped with a crown to represent their proud status as a constitutional monarchy, the emblem now has a sharper new design with a vibrant and brighter gold border.

The club's initials of ASM have been replaced with AS Monaco FC to boldly state their identity.

The new home shorts are white, while the new home socks are also white with a red band at the top and a wide red stripe of chevrons on the back.

While this new kit features Nike's signature style and passion, it has also been designed to offer players the very latest in performance innovation, kit technology and environmental sustainability.

NIKE DRI-FIT TECHNOLOGY

Nike Dri-Fit technology draws sweat away from the body to the exterior of the shirts and shorts where it quickly evaporates. This helps players to perform at their absolute best by remaining cooler, drier and more comfortable.

The laser-cut ventilation holes and mesh panels featured in key areas of the kit also improves performance by increasing air circulation to the players' bodies and regulating their temperatures throughout ninety minutes on the pitch.

The kits are made of a new dual-knit fabric consisting of both cotton and recycled polyester, which as well as removing sweat offers a softer feel and an overall more flattering appearance.

ENVIRONMENTAL SUSTAINABILITY

Nike continues to place environmental sustainability at the heart of their kits, which are again made from recycled polyester this year. These kits have been created to provide both unrivalled performance benefits and lower environmental impact.

The kits are made from recycled plastic water bottles. The shorts are 100 percent recycled polyester; the shirts are 96 percent recycled polyester, while the socks are 78 percent.

Each kit is made using an average of 18 recycled plastic bottles, and over the last four years Nike has diverted almost two billion of these bottles from landfills to produce their kits.

By using recycled polyester Nike is also reducing the energy consumed in the entire process by up to 30 percent.

A NEW AND UPDATED PERFECT FIT

Nike took 3D body scans of many of the world's leading footballers to create a kit with an updated and perfect new fit. The new fit allows the body to move more naturally within the kit, and so effortlessly improves players' comfort and performance.

The Nike Elite Match fit sock for 2014 also boasts a sleeker and updated design created especially for football.

Nike's designers spoke to many of today's elite players to gain an insight in to what they wanted from a sock during a game. There are now strategically cushioned zones to provide comfort and protection around the big toe and the anklebones where the majority of impact occurs, while arch support provides a firm foundation for the foot to prevent any slipping.

There is less material on the sock to enhance players' touch, while flex grooves on the ankle and top of the foot prevent bunching.

NIKE PRO BASELAYER

To provide players with the very best innovation for modern football, the Nike Pro baselayer to be worn underneath the match-day kit is the lightest ever and boasts increased breathability

There is a full range of baselayer styles for players to wear whatever the conditions, allowing them to remain cool and dry at the height of summer, and warm and dry in the depths of winter.

The Nike baselayer short has also been redesigned for 2014 after a comprehensive study of the needs of the world's leading players.

“When we asked players to talk about the kind of protection they need during a match, several of them showed us scars on their upper-back hip area from sliding,” says Nike’s Global Creative Director Martin Lotti. “We set out to add more protection, while not in any way sacrificing the need for lightweight breathability.”

The Nike Pro Combat Ultralight Slider Short has been designed to meet these specific needs and allow players to now tackle and go to ground with even greater confidence.

Featuring increased abrasion protection zones to match the players’ sliding pattern, the short is also 20 percent lighter than previous designs and made with 87 percent recycled polyester. A mesh area has been added to cool the areas that generate the most heat.