

ADIDAS

LOCKER-ROOM CATALOGUE 2025



THIS
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FOOTBALL

CUSTOMIZATION 2025 – MAIN CONCEPT OVERVIEW



**CU TIRO25 COM
MATCHDAY**

TURN A PERFORMANCE MATCH KIT IN CLUB
DESIGN

SEC-CLUBS & COMMERCIAL DEALS,
AMATEUR TEAMS



CU GRAPHIC25

CUSTOMIZABLE MATCH OR PRE-
MATCH KIT

SEC-CLUBS & COMMERCIAL DEALS,
AMATEUR TEAMS



CU COMPETITION25

CUSTOMIZABLE MATCH KIT WORN BY PROS
PREVIOUSLY

AMATEUR TEAMS



CU SQUADRA25

ADD CLUB COLORS ON AMATEUR MATCH
KIT

AMATEUR TEAMS



CUSTOMIZATION 2025 – CUSTOM TIRO25 COMPETITION MATCHDAY

CUSTOM TIRO25 COMPETITION MATCHDAY

PURPOSE OF THE RANGE: TURN A PERFORMANCE MATCH KIT IN CLUB DESIGN

TARGET CONSUMER: SEC-CLUBS & COMMERCIAL DEALS, AMATEUR TEAMS

BRANDING: LAID ON 3 STRIPES, EMBROIDERED LOGO

NEW ADDS:

- BASE: SIMPLIFIED TIRO25 COM MD
- 8 CUSTOMIZABLE PARTS
- 25 GRAPHICS: TIMELESS & CONTEMPORISED CLASSICS, MODERN & ARTISTIC
- 25 COLORS: TEAM PALETTE, SEASONAL COLORS
- RANGE OFFER: JERSEY (SHORT & LONG SLEEVE), SHORTS (STANDARD, + WOMEN SHORT LENGTH)
- FIFA/UEFA COMPLIANT

3D SKETCH:



CUSTOMIZATION 2025 – CUSTOM TIRO25 COMPETITION MATCHD



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CUSTOM TIRO25 COMPETITION MATCHDAY

CUSTOMIZABLE PARTS - JERSEY SS/LS (CREW)

NO GRAPHIC / FRONT PRINT



FRONT & BACK PRINT



- PART 1  FRONT/LOWER BACK BODY SUBLIMATION PRINT
- PART 2  UPPER BACK BODY/BNT
- PART 3  STRIPES
- PART 4  SLEEVES
- PART 5  SIDE PANEL / PIPING
- PART 6  LOWER SIDE PANEL
- PART 7  COLLAR
- PART 8  PERF. LOGO



CUSTOM TIRO25 COMPETITION MATCHDAY

CUSTOMIZABLE PARTS - SHORTS



- PART 1  MAIN BODY
- PART 2  STRIPES
- PART 3  INSERT / PIPING
- PART 4  PERF. LOGO

CUSTOMIZATION 2025 – CUSTOM GRAPHIC25

CUSTOM GRAPHIC25

PURPOSE OF THE RANGE: CUSTOMIZABLE MATCH OR PRE-MATCH KIT

TARGET CONSUMER: SEC-CLUBS & COMMERCIAL DEALS, AMATEUR TEAMS

BRANDING: LAID ON 3 STRIPES, EMBROIDERED LOGO

NEW ADDS:

- 30 GRAPHICS: FOCUS ON MODERN & ARTISTIC
- 25 COLORS: TEAM PALETTE, SEASONALS
- THREE STRIPES PLACEMENT: SHOULDER, LATERAL, OFF
- RANGE OFFER: JERSEY (SHORT SLEEVE), SHORTS (STANDARD, WOMEN SHORT LENGTH)

3D SKETCH:



CUSTOMIZATION 2025 – CUSTOM GRAPHIC25 MATCHDAY



CUSTOMIZATION 2025 – CUSTOM GRAPHIC25 MATCHDAY



CUSTOMIZATION 2025 – CUSTOM GRAPHIC25 MATCHDAY



CUSTOM GRAPHIC25

CUSTOMIZABLE PARTS - JERSEY (CREW)






- PART 1  FRONT/BACK BODY SUBLIMATION PRINT
- PART 2  COLLAR
- PART 3  STRIPES
- PART 4  SLEEVES
- PART 5  PERF. LOGO

CUSTOM GRAPHIC25

CUSTOMIZABLE PARTS - SHORTS



- PART 1  MAIN
- PART 2  STRIPES
- PART 3  PERF. LOGO

CUSTOMIZATION 2025 – CUSTOM COMPETITION25

CUSTOM COMPETITION25

PURPOSE OF THE RANGE: CUSTOMIZABLE MATCH KIT WORN BY PROS PREVIOUSLY

TARGET CONSUMER: AMATEUR TEAMS

BRANDING: LAID ON 3 STRIPES, EMBROIDERED LOGO

NEW ADDS:

- BASE: REPURPOSE OF CUSTOM LICENSE 23
- 20 GRAPHICS
- 20 COLORS: TEAM PALETTE
- RANGE OFFER: JERSEY (SHORT SLEEVE)
- FIFA/UEFA COMPLIANT

3D SKETCH:



CUSTOM COMPETITION25 – GRAPHIC OFFER



CUSTOM COMPETITION25 – GRAPHIC OFFER



CUSTOMIZATION 2025 – CUSTOM COMPETITION25



CUSTOM COMPETITION25

CUSTOMIZABLE PARTS - JERSEY (CREW)

NO GRAPHIC / FRONT PRINT



PART 1		FRONT
PART 2		BACK + BNT
PART 3		RIGHT SLEEVE
PART 4		LEFT SLEEVE
PART 5		RIGHT SHOULDER
PART 6		LEFT SHOULDER
PART 7		SIDE INSERTS
PART 8		STRIPES
PART 9		BINDING
PART 10		COLLAR
PART 11		PERF. LOGO

FRONT & BACK PRINT



PART 1		FRONT
PART 2		BACK + BNT
PART 3		LOWER BACK
PART 4		RIGHT SLEEVE
PART 5		LEFT SLEEVE
PART 6		RIGHT SHOULDER
PART 7		LEFT SHOULDER
PART 8		SIDE INSERTS
PART 9		STRIPES
PART 10		BINDING
PART 11		COLLAR
PART 12		PERF. LOGO



CUSTOMIZATION 2025 – CUSTOM SQUADRA25 & SQUADRA25 GK

CUSTOM SQUADRA25 & SQUADRA25 GK

PURPOSE OF THE RANGE: CONNECT THE MATCH-KIT WITH YOUR TEAM IDENTITY

TARGET CONSUMER: AMATEUR TEAMS

BRANDING: LAID ON 3 STRIPES, EMBROIDERED LOGO

NEW ADDS:

- BASE: SPONSORING FRIENDLY SQUADRA BASE
- GK ONLY GRAPHICS: 3 CONTEMPORISED CLASSICS
- 20 COLORS: TEAM PALETTE
- SEMI SOLAR COLORS FOR GOALKEEPER
- RANGE OFFER: JERSEY (SHORT & LONG SLEEVE), SHORTS (STANDARD, + WOMEN SHORT LENGTH)

3D SKETCH:



CUSTOMIZATION 2025 – CUSTOM SQUADRA25



CUSTOM SQUADRA25 GOALKEEPER – COLOR OFFER



CUSTOM SQUADRA25

CUSTOMIZABLE PARTS - JERSEY SS/LS (CREW)



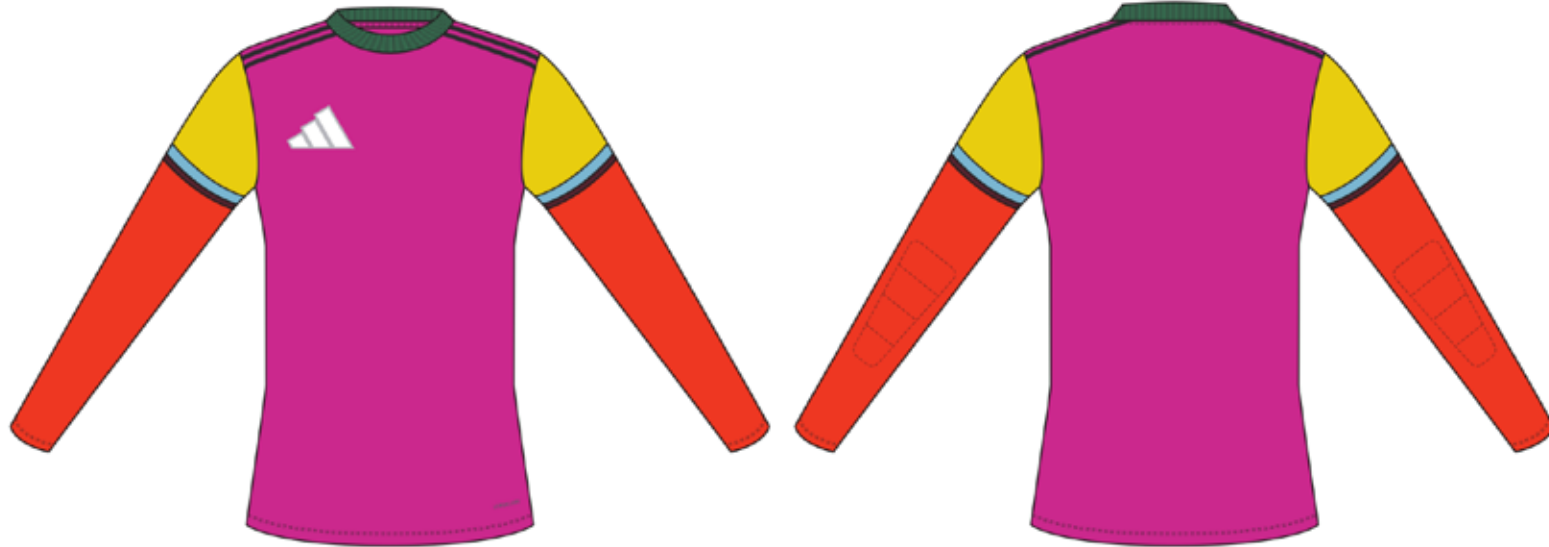
- PART 1  FRONT BODY+BACK+BNT
- PART 2  UPPER SLEEVE
- PART 3  INSERT
- PART 4  LOWER SLEEVE
- PART 5  COLLAR
- PART 6  STRIPES
- PART 7  PERFORMANCE LOGOS
- PART 8  TAPE
- PART 9  AEROREADY LOGO













CUSTOM SQUADRA25 GK

CUSTOMIZABLE PARTS - JERSEY LS (CREW)

NO GRAPHIC / FRONT PRINT



- PART 1  FRONT BODY+BACK+BNT
- PART 2  UPPER SLEEVE
- PART 3  INSERT
- PART 4  LOWER SLEEVE+PAD
- PART 5  COLLAR
- PART 6  STRIPES
- PART 7  PERFORMANCE LOGO  PERFORMANCE LOGO BACKGROUND
- PART 8  TAPE
- PART 9  AEROREADY



CUSTOM SQUADRA25

CUSTOMIZABLE PARTS - SHORTS



- PART 1  MAIN
- PART 2  UPPER INSERT
- PART 3  LOWER INSERT
- PART 4  TAPE
- PART 5  3 STRIPES
- PART 6  PERFORMANCE LOGO
- PART 7  TIECORD
- PART 8  AEROREADY LOGO



CUSTOMIZATION 2025 – CUSTOM COTTON LOGO TEE

CUSTOM COTTON LOGO TEE

PURPOSE OF THE RANGE: ADD YOUR CUSTOM NAME TO THE COTTON LOGO TEE

TARGET CONSUMER: SEC-CLUBS & COMMERCIAL DEALS, AMATEUR TEAMS

BRANDING: PERFORMANCE LOGO = HEAT TRANSFER, CUSTOM TEXT = HEAT TRANSFER

NEW ADDS:

- BASE: GRAPHIC TEE (BU GFX)
- FIT: REGULAR
- GENDER: MEN, WOMEN, YOUTH
- 6 MAIN COLORS
- 8 PERFORMANCE LOGO COLORS
- 25 CUSTOM TEXT COLORS

3D SKETCH:



CUSTOMIZATION 2025 – CUSTOM POLYESTER LOGO TEE

CUSTOM POLYESTER LOGO TEE

PURPOSE OF THE RANGE: ADD YOUR CLUB NAME TO A POLYESTER LOGO TEE

TARGET CONSUMER: SEC-CLUBS & COMMERCIAL DEALS, AMATEUR TEAMS

BRANDING: PERFORMANCE LOGO = HEAT TRANSFER, CUSTOM TEXT = HEAT TRANSFER

NEW ADDS:

- BASE FABRIC: INTERLOCK
- FIT: REGULAR
- GENDER: MEN, WOMEN, YOUTH
- 6 MAIN COLORS
- 21 HEAT TRANSFER COLORS

3D SKETCH:



CUSTOMIZATION 2025 – CUSTOM BIB

CUSTOM BIB (WIP)

PURPOSE OF THE RANGE: COMPLEMENT PRODUCT RANGE OFFER

TARGET CONSUMER: SEC-CLUBS & COMMERCIAL DEALS, AMATEUR TEAMS

BRANDING: DIRECT PRINT

NEW ADDS:

- FIT: REGULAR
- FABRIC: MESH (77 GR/SQM)
- CUSTOMISABLE PARTS: 1
- RANGE OFFER: ADULTS (UNISEX)
- COLORS: 6





**THIS
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