

NIKE INTRODUCES THE NEW SPRINGBOKS NATIONAL TEAM KIT AND COLLECTION

The legacy of the Nike and Springboks partnership from 1995, brings a United Re-Imagined Partnership again now in 2023, heading towards the Rugby World Cup 2023

JOHANNESBURG, GAUTENG, SOUTH AFRICA, July 6, 2023 /EINPresswire.com/ -- JOHANNESBURG, 6 June 2023 - In support of the Springboks' participation in the biggest rugby tournament later this year, Nike has created a team kit that provides the team with the latest in innovation and design.

Elite players require a kit that provides comfort, durability, and support; these insights informed the design and craft of the new Springboks kit. The jersey was engineered to serve the needs of the athlete and what the Springboks will experience on the field is a jersey that keeps them dry and cool, provides reinforcement and mobility allowing them to move with less friction.

Nike designers worked closely with the Springbok team to design a kit that reflects the history of the team and South African culture.

The classic "green and gold" jersey has been reimagined to include a traditional collar with the underside of the collar giving a nod to the South African flag. As an acknowledgment of the team's spirit, the phrase "Stronger Forever" is inscribed on the inside collar.

The bold new alternative jersey pays homage to the local cultural through the patterned print and the colour-way was inspired by and celebrates the hues of the local nature.

"The launch of a new jersey is always exciting, but the anticipation and expectancy around today



The New 2023 Springbok Jersey

has been building for months” said Rian Oberholzer, CEO of SA Rugby.

“We are immensely proud of what Nike has provided and the feedback from the team has been great since they were kitted with the training gear recently. The new jersey honours the traditions of the Springboks in its design and construction while adding subtle nuances to set it apart. We couldn't be happier.”

Completing the collection is an assortment of lifestyle products that will serve the needs of the players off the field.

“We are looking forward to seeing the jerseys in action over the coming weeks, including the alternate jersey which will make its debut in Buenos Aires next month,” concludes Oberholzer.

The Home and Alternative jersey as well as the lifestyle collection will be available on 7 July in Nike stores and major retailers.

BrandReserve Studios

[email us here](#)

BRC

Visit us on social media:

[Facebook](#)



The New 2023 Springbok Jersey



The New 2023 Springbok Jersey

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.