



A TRIBUTE TO A REMOTE FOOTBALL COMMUNITY: HUMMEL LAUNCHES UNIQUE GREENLAND NATIONAL TEAM JERSEY

The Danish sportswear brand hummel and the Greenland Football Federation (KAK) proudly presents a brand-new and exclusive national team jersey that captures the spirit, culture, and strength of the Greenlandic people. With a truly unique design, hummel aims to celebrate an extraordinary football community that unites Greenland despite the vast distances and rich traditions of the country.

Greenland holds the lowest population density globally, and 80 percent of the land is covered by ice cap. For much of the year—up to eight months—the persistent snow serves as a constant reminder of the country's harsh climatic conditions.

Yet, there is one thing that brings the world's largest island and its people together: football. With more than one in ten residents actively playing the sport, football in Greenland is much more than a game. It's a community that connects people and creates a unique sense of identity.

As a tribute to this unique football community, hummel has just launched a new national team jersey inspired by Greenland's rich cultural heritage. The campaign message "The Remote Football Community" symbolizes how football bridges both physical and environmental gaps—from the ice cap to remote villages.

"We are incredibly proud to launch this national team jersey in partnership with KAK. Greenland has a truly unique football community, and our ambition was to create a jersey that reflects the pride and strong cohesion that football fosters. Inspired by Greenlandic culture, the jersey has become a symbol of both the nation's traditions and its future on the international football stage," shares Morten Lund, hummel's Marketing Director, and continues:

"In Greenland, football is more than just a game—it is a community. It bridges genders, generations, and professions, reminding us that despite vast geographical distances, we are stronger together. That's why the new national team jersey also stands as a symbol of the pride, strength, and community spirit that encapsulate the spirit of the Greenlandic people. It is a tribute to Greenland's unique football community, where hope and unity will always win."

MORE THAN JUST A NATIONAL TEAM JERSEY

The jersey is adorned with patterns that celebrate Greenlandic culture, featuring symbols such as tupilaks and tuukkaq'er, both rooted in Greenlandic mythology. The tupilak represents strength and spiritual guidance, while the tuukkaq symbolizes courage and masculinity.

The jersey also includes elements from traditional Greenlandic crafts, including avittat patterns, commonly found on kamiks and national costumes. These patterns are a tribute to Greenlandic arts and crafts, which are an important part of the country's identity and proud traditions.

"The new jersey is much more than just a national team jersey—it tells the story of who we are as a people and what we stand for. It symbolizes our culture, our history, and the strong community created by football, even under the harsh conditions of a country with the world's lowest population density. We are incredibly proud to wear this jersey as a strong symbol of our identity and unity," says Kenneth Kleist, chairman of Kalaallit Arsaattartut Kattuffiat.

The new Greenlandic national team jersey will be available online and in selected stores starting Friday, December 13, 2024.

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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.