



DANISH FASHION BRAND UNVEILS EXCLUSIVE NATIONAL TEAM JERSEY HONOURING THE POWER OF UNITY

The Danish fashion brand HALO, in collaboration with hummel and the Danish Football Association (DBU), has designed a new national team jersey that the men's national team will wear in the Nations League match against Spain on November 15th at Parken Stadium. The jersey celebrates the power of unity and taps into the growing trend of merging football and fashion.

When Pierre-Emile Højbjerg, Kasper Dolberg, Alexander Bah, and the rest of the Danish national team take the pitch against the reigning European champions from Spain on November 15th in Parken, they will be sporting a new and exclusive national team jersey. As part of a broader collaboration between hummel, DBU, and the hummel-owned fashion brand HALO, the players will wear a limited edition national team jersey that honours the strength of unity and represents not only plays on the pitch but also the unseen victories achieved through solidarity.

"We are incredibly proud to have had the opportunity to collaborate with hummel and DBU to design a national team jersey that symbolizes cohesion, courage, and community. For us, community is the core of both football and Danish culture, and the jersey is meant to remind us that we are stronger together than we are apart. Putting into play our own history combined with the values and roots of the national team, we have designed a national team jersey that represents a united entity fighting for a common goal – both on and off the pitch," states Daniel Struzinski, Head of HALO.

The new national team jersey is designed in a deep bordeaux colourway, merging HALO's Scandinavian design aesthetics with the proud heritage of football. The unique pattern displayed serves the inspiration from skydiving and harks back to the founder of HALO, Helge Petersen, who conceived the idea for the brand during a parachute jump in 1981.

DBU's Commercial Director, Birgitte Mabeck, comments: "We are pleased to present a unique national team jersey that symbolizes the community and solidarity that are characteristic of our national team. Football is about much more than the game on the pitch, but also about the values we share as a nation - and the strength that comes from standing together. Through the collaboration with HALO and hummel, we have created a national team jersey that combines the dynamism of football with the creativity of the fashion world, while also celebrating the pride and cohesion that are the essence of Danish football."

FOOTBALL AND FASHION UNITE

In addition to being a tribute to the strength of the community, the new national team jersey also reflects a growing trend where football and fashion converge. hummel's marketing director, Morten Lund, explains:

"Football has long had a strong presence in the fashion world, and we are proud to take the next step with this national team jersey. The jersey is not just a symbol of Danish pride and community but also an example of how football and fashion can come together to create something truly unique. Our goal with this collaboration is to make the national team more relevant to both the football and fashion worlds. In addition to the national team jersey, we have also designed a larger lifestyle collection aimed at appealing to an even wider audience."

The new limited edition national team jersey from HALO, hummel, and DBU will be available on the national team shop website and in selected Danish stores from Thursday, October 24th at 10:00 AM.



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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