



MACRON AND BOLOGNA FC 1909 UNVEIL THE NEW HOME KIT FOR THE 2025/26 SEASON

Bologna, 1 July 2025 – A new thrilling chapter in one of the longest-standing partnerships in both Italian and international football: today marked the unveiling of the highly anticipated Home kit for the 2025/26 season of Bologna FC 1909, designed for the twenty-fifth consecutive year by Macron, Italian brand leader in sportswear.

This kit symbolizes the deep bond between the team, the city of Bologna, and its fans, in a particularly special year in which the Rossoblù will proudly display on their chest — alongside the Club's crest and the *Macron Hero* logo — the patch reserved for the reigning champions of the Coppa Italia.

This profound connection between the fans and the jersey is depicted in the launch video, produced by Macron Media House, using the metaphor of a thread. This thread not only perfectly symbolizes the connection between different generations of supporters, but also represents the central graphic feature of a kit that embodies the identity and tradition of Bologna FC 1909 through its four red and blue vertical stripes.

The kit also features a range of design details that reflect the craftsmanship and attention to detail that are trademarks of Macron. Inside the collar, in white, is the motto: *"LO SQUADRONE CHE TREMARE IL MONDO FA"*. On the external nape area, the club's defining slogan appears: *"WEAREONE"*.

The fabric used for Bologna FC 1909's 2025/26 Home jersey is Eco Exalock — an Eco Fabric that combines elegance and performance with a clear message of sustainability, being made entirely from polyester derived from 100% recycled plastic.

The home kit is completed by white shorts with blue drawstrings and red tips, accented by red and blue horizontal bands at the thigh. The navy socks feature a red horizontal stripe at the top and display, in white on the front, both the word *BOLOGNA* and the *Macron Hero* logo.

The new Bologna FC 1909 Home kit is available for purchase online at **macron.com**.

