

# Hibs unveil new strip for forthcoming season



Hibs unveiled their new strip for the forthcoming season today.

The strip marks a return to the traditional white sleeves, synonymous with the Hibernian jersey since they were first introduced in 1938, alongside a simple white collar with green trim and cuffs to match.

The club also worked with sponsors Marathonbet to design the all-white logo, helped by supporter feedback.

Chief Executive Leeann Dempster said: “We are delighted with the design for the new home strip and accompanying kit launch video.

“The feedback from supporters following the preview shots from May has been very positive, and we hope that we’ll see plenty of our fans in the green and white around Edinburgh.

The accompanying promotional video is symbolic of the increased connections the club are trying to build with the wider community. The work done by the Hibernian Community Foundation brings more people into contact with the club and the badge in a positive way, ultimately building the supporter base and the next generation of Hibs supporter.

Our community football programmes will be running across the summer, and I’m sure we’ll see plenty of kids having fun kicking a ball in Hibernian jerseys.”

Just Sport’s Steve Ladd said: “We are really pleased with the

positive feedback received from supporters since the preview shots for the new Hibernian Home Strip were released. The return of the white sleeves has certainly gone down well and we're looking forward to the launch both in store and online."

On the new clean white design of the Marathonbet logo, CEO Stan Reoutt said: "Being a sponsor isn't about being overly intrusive, and when we saw the design of the new home strip, we wanted to help create something that wasn't only smart and in-keeping with the club colours.

"But is also a foundation of what we believe is going to be a big season for Hibernian after narrowly missing out last season.

"With our clean white Marathonbet logo, we believe we have helped to create a kit the players and fans can take real pride in wearing."