

Hearts Launch New Home Strip



Photo: Hearts FC

Hearts have launched their new Umbro home strip and training range for season 2017/18. The club chose the location of the Heart of Midlothian in Edinburgh's Royal Mile for the launch.

The collection comes from the new partnership between the famous double diamond football brand and Hearts and comprises a set of bespoke performance garments. This unique collection has been created especially for Hearts and showcases the renowned quality performance and technical designs of Umbro.

For a third season, Hearts will sport the name of Save the Children on the home shirt which sees the reintroduction of the famous running diamond to the kit. First introduced in 1977, it was an iconic staple to Umbro jerseys for decades. Forty years after its first introduction, the taping returns as a visual statement, now knitted into the body of the shirt using a lightweight jacquard technology removing weight and distraction for the player.

The design is based on a modern reinterpretation of the jersey Umbro designed for the club in 1977, with traditional colour blocking accentuated with a smart collar construction to create a modern-day classic. The reverse neck of the shirt features a connection to the famous club mosaic and the motto of the Club Museum – "This is our story, this is our song".

The new strip is available now at the Heart club store at Tynecastle Park. The store will be open this Saturday & Sunday as follows:

Saturday: 9am-3pm

Sunday: 12noon -3pm