

# Hibs unveil new home and away strips for coming season



Hibs have unveiled new home and away strips for the coming season.

The new home strip is available for sale today at the club store and also online whilst the away kit will be available from Friday 30 June.

The club also unveiled a raft of exciting new sponsorship deals at a special event to mark their first season back in Scottish football's top flight.

The new deals will see premium national and international brands – Macron, MarathonBet and Eden Mill – feature on the Club's stylish new home and away strips.

The new "Hibernian Reborn" kit unveiling took place on Wednesday, June 14th at The Biscuit Factory venue, with the screening of a number of videos – including a Hibernian Reborn campaign video – in front of an invited audience including several players who modelled the strip, and the management team, the Board, sponsors and supporter groups.

The strip design is sure to be well received by fans, featuring the Club's famous emerald green body and white sleeves, with a number of innovative design details. The new-look has been agreed following a three-year deal with new kit supplier Macron, who will be working jointly with the Club's new retail partner, Provan Sports Limited, who will operate the Hibernian Clubstore.

Work on refurbishing the clubstore has recently been completed, and supporters can look forward to seeing stock

carried in the store increase in variety over the coming months to ensure it is fresh and exciting.

Andrea Palilla, UK Country Manager for Macron said: “We are delighted to be kit suppliers to one of Scotland’s biggest Clubs, and we have worked closely with the Club to ensure the kit design meets the expectations and aspirations of the Club’s loyal supporters. We hope they like it!”

Alan Provan, of PSL, said: “The new kit looks fantastic, and I am sure it will be tremendously popular with fans – both home and away kits. Working with Hibernian is something we are relishing, and we look forward to liaising closely with the Club and supporters to make sure we are providing the service and products they want to buy.”

Hibernian is also delighted to announce that main shirt sponsor MarathonBet – sponsor for the past three years – has renewed for a further two years. MarathonBet has been an active and supportive partner of the club, with imaginative activations of the sponsorship including Play on the Pitch, Christmas Santa Hats away at Dundee United, and the Morton Away Day.

MarathonBet Group CEO Vik Hoffmann said: “We have enjoyed a very strong relationship with Hibs in the last three years, and we are thrilled that this continues into their return to the top flight. We have had a lot of fun with the fans in the last year and we’re genuinely looking forward to more of the same – and better – in the coming season. We would like to thank both the club and its supporters for the warmth with which we have always been received, and hope that we can continue to enjoy special moments together in the coming two years at least. GGTTH!”

Handcrafted, St Andrews-based gin distiller Eden Mill is an official club partner, and their one-year deal sees them on the back of the shirt. The company currently works with

Celtic, Scottish Rugby, Edinburgh Rugby, Glasgow Warriors and Durham Cricket Club.

Paul Miller Co-Founder of Eden Mill said: “We are very pleased to be working with Hibernian, given the Club’s illustrious heritage and history. The passion of Hibs fans and our passion for making great gin will ensure this is a strong partnership, and one that works well for us, the Club and supporters.

The Club is also grateful to Edinburgh band The Filthy Tongues for the use of their track “The Holy Brothers”, from the album “Jacob’s Ladder”, in the new kit launch video.

Leeann Dempster, Chief Executive of Hibernian FC, said; “I would like to thank all of our sponsors for their commitment and support.

“We are delighted with our new relationship with Macron and Provan Sports Limited. The new kit produced by Macron is one that I think supporters will really take to, and we are pleased with the finish and the quality. It is a really good product. We are sure that our new retail partners will see it sell well through our refurbished clubstore, and they are determined that we will have a range of products on sale that will really reflect with supporters want to buy.

“We are also delighted that we will see MarathonBet on the front of the shirt for the next two years. They have been a terrific sponsor, and we are pleased they have chosen to stay with us as we return to the top flight.

“It is always good when we get new sponsors on board, and we are delighted to welcome Eden Mill, a fast-growing Scottish company which creates a premium product.

“All of our sponsors are national or international brands, and that reflects the status of this Club as one of the biggest in Scotland.”

Financial details of the deals are not being released, but the sponsorships are significant and reflect both the Club's status and its return to the Premiership.