

Como Presents The New Away Kit

The Como 1907 has unveiled its new away kit – and it's another work of art. After the announcement of the Home shirt in early August, the club revealed images of the away shirt, designed by fashion designer Didit Hediprasetyo and produced by the Italian sportswear company Errea Sport.

Like the home version, it was designed to make an impact on and off the pitch. The profits from the sale of the shirts will be donated to projects in support of the city of Como, to contribute in helping to tackle problems such as unemployment and to strengthen the sense of belonging to the community, with the restoration of services to citizens, up to environmental challenges. and local economics.

The shirt features a delicate pattern, with the emblem and the sponsor in blue, with a marked white finish on the sleeves and on the collar; while the shorts and socks are white with hints of blue.

Didit Hediprasetyo, the designer of the Como 1907 kits, said: "Vol raise a design that was inspired by the tranquility and serenity of the lake, so I asked the artist Golnaz Jabelli to paint the variety of the texture of the water and the strength and structural compactness of the marble so as to convey a sense of intense energy " .

"I love working with textures and expressing a feeling of energy and movement through colors and brushstrokes. This collaboration was particularly gratifying in the way it made art, design and sportswear coexist"Continues Golnaz Jebelli .

Fans can pre-order the Como 1907 kit by purchasing a digital print of Golnaz Jebelli's original oil painting of Lake Como. This purchase will contribute to the payment of the final kit (25 euros for digital printing + 30 euros for payment of the t-shirt when the t-shirt is ready). The shirt will be on sale from October at a price of 65 euros.

And to give further support to the Como fans, the club has promised to keep the same kit for at least two sporting seasons.

"Football kits and merchandising have become a considerable source of income for teams around the world, but at the same time they can be a burden for parents whose children expect to wear the latest model every year. We want to make sure this doesn't happen with our fans. We strongly believe that rebuilding the club should help the local community thrive. This initiative is a small step towards building a lasting and, we hope, fruitful relationship between us and the inhabitants of Como" Said Mirwan Suwarso , official representative of the owner group.