



VA VA VOOM – LE COQ SPORTIF AND THE CALEDONIAN BRAVES PARTNER TO LAUNCH PUNK-INSPIRED HOME AND AWAY KITS

A TRIBUTE TO GLASGOW : A BLEND OF ARTISTIC HERITAGE AND CULTURAL REBELLION

Le Coq Sportif, the French sport-couture brand for over 140 years, and the Caledonian Braves, one of Scotland's youngest and most exciting clubs, are proud to unveil the 25/25 new jerseys and to write a new chapter in their history together. The Braves, who play in the Scottish Lowland League, are turning football ownership on its head with 5,500 investors from around the world investing over \$1.5 million to support the club's ambitious aim of reaching the top tier of Scottish Football.

Born out of the Edusport Academy, a programme that offers young French footballers the unique opportunity to combine sport and education in Scotland, the Braves' strong French roots made a partnership with Le Coq Sportif an obvious choice and marks the historic brand's return to UK football pitches for the first time in over a decade.

"As a proud Glaswegian living in Paris, I am delighted to partner with Le Coq Sportif to produce the Caledonian Braves' kit for the season and welcome the iconic brand back into the United Kingdom. The brand has a unique identity with plenty of tradition and heritage and we are excited to present a kit that embodies a Franco- Scottish partnership", said Chris Ewing, the Braves' founder.





Created in collaboration with renowned design studio Acid FC, at the heart of the jerseys' designs is a punk inspired twist on Scottish tartan, subtly blended with references to the club's Glaswegian and French identity: popular culture, Mackintosh and music, art references... The jerseys tell a declaration woven into fabric.

"As a studio, Acid FC wants to work with clubs and brands that aren't afraid to try new things, be rebellious and create designs that demand attention. What the Caledonian Braves and doing in Scotland ticks all those boxes and we were given the freedom to push our creativity to new tartan heavy places. Massive respect to Chris and the team at the Braves and for Le Coq Sportif to have brought our work to life. It's been an honour." commented Ed Cowburn, founder and design director at Acid FC.

The Home jersey is a vibrant tribute to the club's Scottish roots with a tartan inspiration, to the punk spirit of the club, and a wink to the flag of the brand and of the French students of the Edusport Academy. The best of the two worlds reunited to catch everyone's attention. The pattern features various shades of blue and red, with touches of vibrant grey that add a glow.

The inscription «Braves» is emblazoned on the front of the jersey in white Gothic letters echoing the rich cultural heritage and bringing a classic touch. On the back, the players' names and numbers also appear in white, in the same typography, with the club's motto «because together we got power» elegantly featured in white at the bottom of the jersey.

This jersey is completed with blue shorts adorned with the Le Coq Sportif and Braves' logos, along with matching socks.





The **Away jersey** offers a modern and softer interpretation of the Scottish DNA. Dialling down the colours and adding bright grey, pink and turquoise: it brings a touch of hope and balance the kit.

The writing, identical to that of the Home jersey, is enhanced with different shades of blue to create a striking contrast. The players will wear light grey shorts and pink socks to complete this dynamic outfit. On both jerseys, the Le Coq Sportif silicone logo is heat-sealed to ensure durability and stability on the right side. On the heart, the Braves' logo, with a Phoenix at heart, rising from the ashes with French red and blue in 3D in its wings for a premium touch. A cross of Saint Andrew threaded in to remind of the origin of the club. An invitation to go wild and think differently.

The Acid FC logo is printed on the left sleeve, while the Amnesty International logo, a partner of the club, is on the right.

AVAILABILITY

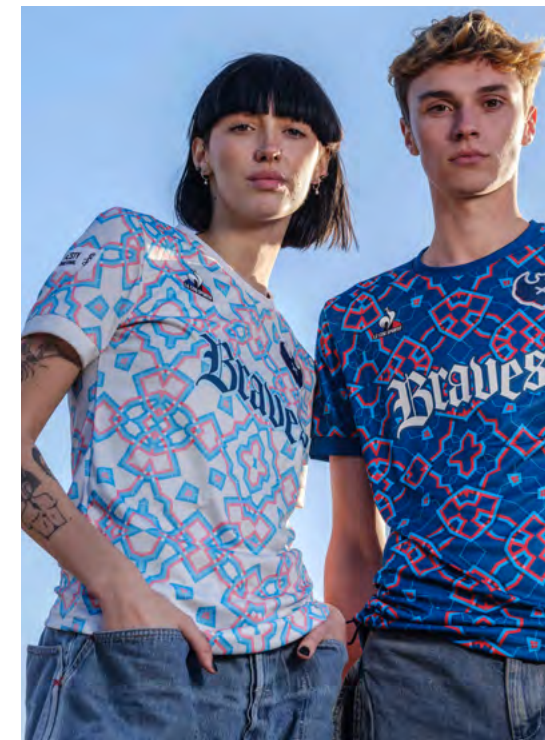
The Home and Away jerseys are available online at [Classic Football Shirt](#), and for pre-order on the Caledonian Braves [website](#).

About le Coq Sportif

Since 1882, Le Coq Sportif has been THE French sports brand. Uniting people around the emotions and values of sport, the brand has developed a unique local production philosophy that enables the creation of quality, innovative products, while respecting our people and the planet. Proud to support an ever-increasing number of athletes, Le Coq Sportif was the official equipment supplier of the French team at the Paris 2024 Olympic and Paralympic Games! Le Coq Sportif has a strong football heritage and has supported many great teams to victory, including Argentina's World Cup winning side in 1986. The UK has played a key role in the Le Coq Sportif's history where the brand has been the official kit partner for over 40 football clubs across the country in the seventies and eighties.

About the Caledonian Braves

Founded in 2019, the Caledonian Braves have a remarkable story. With a bold and modern vision, they aim to create a digital community where supporters become active members of the club. Thanks to their dedicated app, fans can influence key decisions, follow live matches, and connect with an international community. After a successful fundraising campaign last year, the Braves now have over 5,500 investors, primarily based in the United States. What started as a crowdfunding campaign has become an ambitious project, with notable shareholders such as the Boston Celtics coach, former NBA players, and even NASA members. The Caledonian Braves have ambitions to make it to the Scottish Premier League.



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