



SPORT STYLE FROM DENMARK

 **SINCE 1923**



**B2B CATALOGUE**

Authorised Dealer



workplace essentials

# HUMMEL BRAND HISTORY



1923

Albert Messmer develops one of the first football cleats in the world. With his brother Michael Ludwig Messmer, he founds the company Messmer & Co., that will go on to become known as hummel.

1956

The visionary Bernhard Weckenbrock takes over the company. He creates a comprehensive brand identity and introduces the chevrons.



1969

The first sportswear collection is launched. Sponsorships are signed and help boost sales. A rounder version of the bumblebee than the current one is created.

1968

The first sponsorship deal is signed. The deal is with Duisburg, a team playing in the 2nd German Bundesliga.

1970

hummel is introduced to the Northern European market.



1979

hummel signs a sponsorship deal with the Danish national team for the first time – a deal that lasts until 2004.

1988

hummel signs a sponsorship deal with Real Madrid and the club's biggest star, Emilio Butragueño. The deal makes hummel products even more popular.



→ 1999 →

hummel gets a new owner – Thornico. Christian Stacil becomes part of the brand history. He launches a reintroduced, original sport style collection on the fashion market and hummel becomes a trendsetting sports apparel brand.



→ 1992 →

It's a surprising win, to say the least. The Danish national team takes the title at the European Championships having played Germany in the final.



2016

← 2013 ←

hummel celebrates its 90th birthday with the relaunch of a range of heritage styles.

← 2017 ←

The Danish women's team wins silver at the Women's Euro Championship in the Netherlands, losing to the Netherlands in the final.



← 2019 ←

In 2019, hummel substantiates its status as an original handball brand by signing the German handball club, THW Kiel – unarguably one of the biggest clubs in the World.

After many years hummel once again sponsors a team in the German Bundesliga. SC Freiburg plays a sensational first season after returning to the first league and qualifies for international competition.

← 2020 ←

In 2020 hummel team up with the historic football club Everton FC and return to the Premier League after 13 years of absence. The chevrons are back on the biggest football stage again!





# 1000+ SPONSORSHIPS

hummel is proud to sponsor a powerful, inspiring and unparalleled roster of teams, clubs, and players in countries all over the world.

Together, they form #teammummel and in different ways, they bring character, strong social values, and commitment to the game.

To bring some of our key collections to life, we have visited six of the clubs we sponsor and at hummel, we work hard to create even closer relationships with all partners in the years to come.





EVERTON F.C.  
EVERTON F.C.  
EVERTON F.C.  
EVERTON F.C.  
EVERTON F.C.  
EVERTON F.C.  
EVERTON F.C.

# BACK IN PREMIER LEAGUE

## HUMMEL JOINS FORCES WITH EVERTON F.C.

After 13 years of absence from Premier League, the iconic hummel chevrons are finally back on the world's biggest football stage. Starting from the 2020/21 season, hummel will be the technical kit partner for one of the most traditional clubs in the history of English football and Everton FC. The deal will see, 'The People's Club' become hummel's global -agship club partner.

Everton was one of the 12 Founder Members of the Football League and has spent more seasons in England's top division than any other Club. With almost 400 million people worldwide Interested in Everton, the club enjoys massive following both domestically and globally all providing a perfect fit for the hummel brand.



MORE  
THAN  
ELEVEN



SHARE THE GAME  
SHARE THE GAME  
SHARE THE GAME



T H W K I E L  
 T H W K I E L  
 T H W K I E L  
 T H W K I E L  
 T H W K I E L  
 T H W K I E L

# GERMAN CHAMPIONS 2020

## THW KIEL WON THE GERMAN CHAMPIONSHIP IN 2020

Hummel is proud to sponsor one of the biggest and most successful handball clubs in the world - THW Kiel. In 2019, both parties agreed on a long term six-year deal and already in the first season of the partnership, THW Kiel won the German Championship wearing the iconic hummel chevrons. The partnership is a major statement for hummel in the world of handball

and reinforces hummel's position as a market leader. Together, hummel and THW Kiel are ready to challenge the standards in international handball. It's time to put handball first.



SHARE  
THE  
GAME



SHARE THE GAME  
 SHARE THE GAME  
 SHARE THE GAME



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## INDIAN SPONSORSHIPS

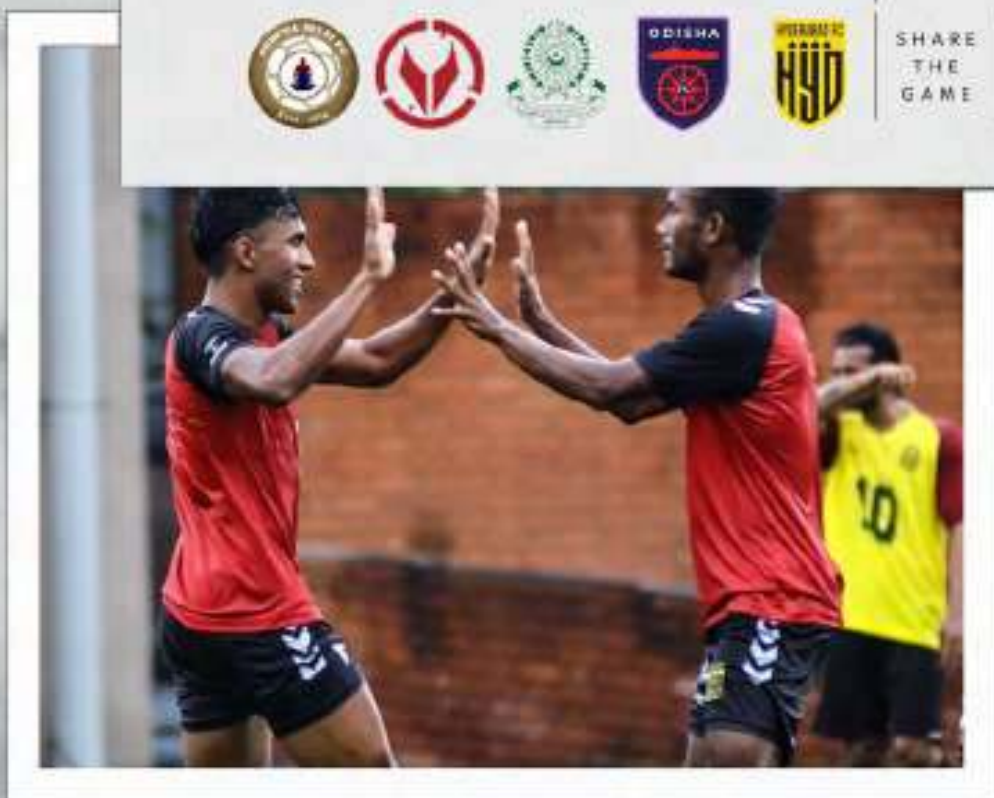
hummel is proud to sponsor Indian professional football clubs based in various parts of the country. hummel's commitment to change the world through sports continues in India & SEA as it welcomes some of the oldest football clubs in Asia to the chevron family. We are the kit partners for football clubs like the Odisha FC, Hyderabad FC, Mohammedan sporting club,

Sudeva Delhi FC and various events like the Devils Circuit.

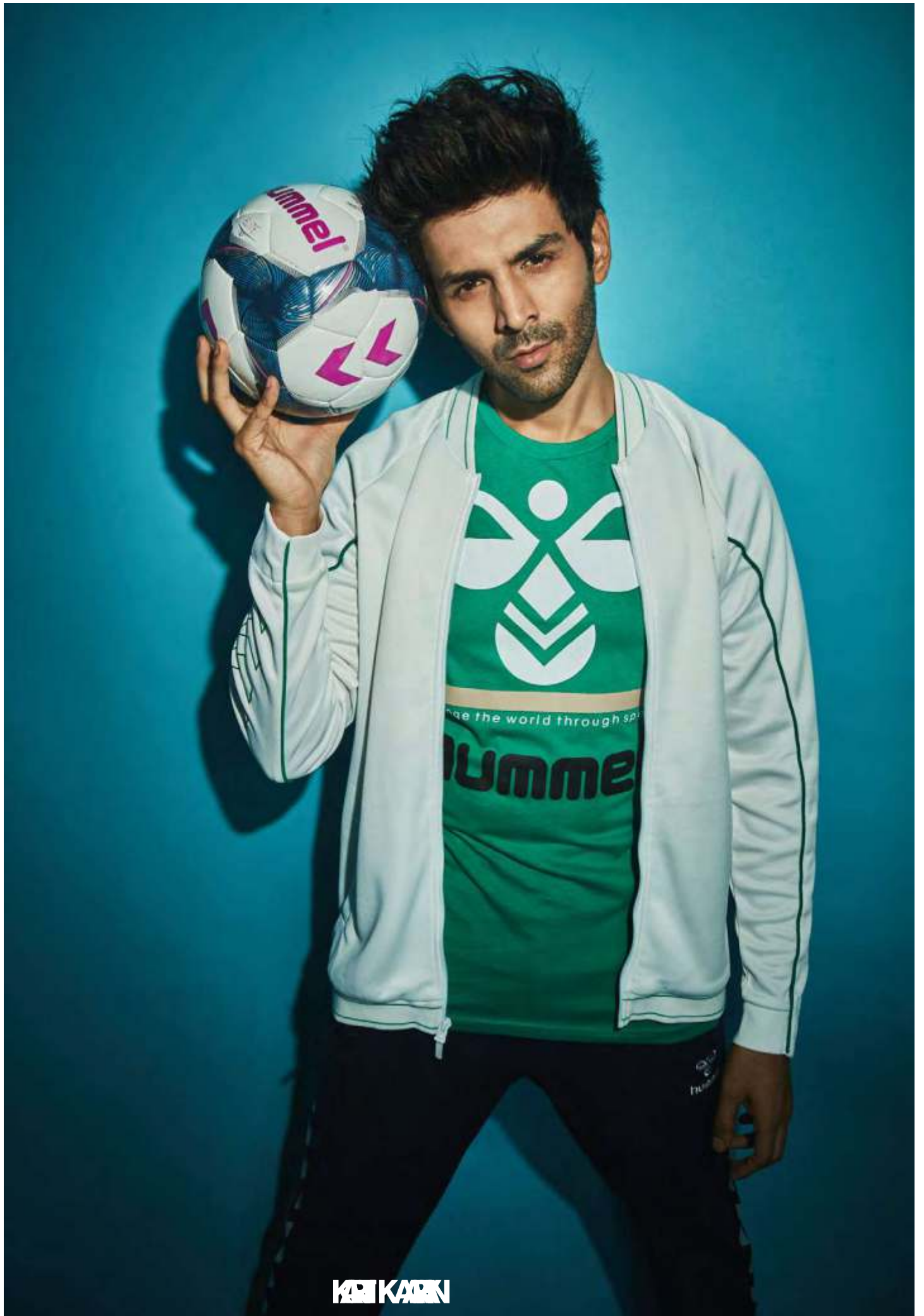
Football is ingrained in our brand DNA. It comes with rich heritage in football and multiple partnerships with multiple renowned football clubs.



SHARE  
THE  
GAME



SHARE THE GAME  
SHARE THE GAME  
SHARE THE GAME



KABIR KAPOOR



RAKUL PREET SINGH



NORA FATEHI



VANI KAPOOR



MOUNI ROY



# SZCZĄT

## APAL

EUR	SHOULDER (IN)	FRONT LENGHT (IN)	CHEST (IN)
S	16.5	26	37.3
M	17	26.5	39
L	17.5	27.3	41
XL	18	27.8	43.5

## FOUR

EUR	CM	UK	US
36	22.5	3.5	4.5
37	23	4	5
38	24	5	6
39	25	6	7
40	25.5	6.5	7.5
41	26.5	7.5	8.5
42	27	8	9
43	28	9	10
44	28.5	9.5	10.5
45	29.5	10.5	11.5
46	30	11	12
47	31	12	13
48	31.5	12.5	13.5
48.5	32	13	14
49.5	33	14	15

# A P P A R E L



## 3530005 // B2B ROUND POLY

**COMPOSITION:** 100% POLYESTER

**Sizes:** S -XXXL

**INR** 1099

**GSM:** 160



REGULAR FIT



MOISTURE  
ABSORBENT

**BEECOOL**

BEECOOL  
TECHNOLOGY

The ROUND POLY T-SHIRT is a great addition to your activewear collection. This hummel® short-sleeved T-shirt is made from polyester interlock fabric with BEECOOL® technology. This means it keeps you cool as you work out and is durable, so it can be worn again and again.



7988  
SKY BLUE



9001  
WHITE



2001  
BLACK

## 3530006 // B2B POLO POLY

**COMPOSITION:** 100% POLYESTER

**SIZES:** S - XXXL

**INR** 1299

**GSM:** 160

**BEECOOL**

BEECOOL  
TECHNOLOGY



MOISTURE  
ABSORBENT



REGULAR FIT

Made with breathable mesh fabric, the MESH POLO works as a training top or as part of a casual outfit. Built-in BEECOOL® moisture management in this hummel® polo enhances wicking and keeps things cool next to the body.



7988  
SKY BLUE



1564  
ORANGE



2001  
BLACK



5070  
YELLOW



9001  
WHITE

## 3430142 // KELCI WOMEN POLO

**COMPOSITION:** COTTON/POLY

**INR** 1499



BIO WASH



REGULAR FIT  
POLO COLLAR



PIQUE  
FABRIC



Featuring a classic polo shirt silhouette, the CORE POLO has a soft collar, two-button neck opening, short sleeves and regular fit. This hummel polo shirt is made from pique fabric, which has a subtle pattern and texture in the fabric weave.



**9001**  
WHITE



**2006**  
GREY



**2001**  
BLACK



**8118**  
NAVY

## 3430123 // EUNICE T-SHIRT B2B POLO

**COMPOSITION:** COTTON/POLY

**Sizes:** S - XXXL

**INR** 1699

**GSM:** 220



BIO WASH



PIQUE  
FABRIC



REGULAR FIT  
POLO COLLAR



Pique fabric, cotton rich, yarn dyed. This mens premium Polo T-shirt is made with soft cotton rich fabric perfect for formal pick. regular fit give high level of comfort. Special knit jacquard collar for maximum style.



**9001**  
WHITE



**2001**  
BLACK



**6784**  
OLIVE

## 3430124 // EUNIKE T-SHIRT B2B POLO

**COMPOSITION:** COTTON/POLY

**Sizes:** S - XXXL

**INR** 1699

**GSM:** 220



BIO WASH



PIQUE  
FABRIC



REGULAR FIT  
POLO COLLAR



Pique fabric, cotton rich, yarn dyed. This mens premium Polo T-shirt is made with soft cotton rich fabric perfect for formal pick. regular fit give high level of comfort. Special knit jaquard collar for maximum style.



8507  
BLUE



2006  
GREY



2001  
BLACK

## 3430115 // VICTOR WINDBREAKER JACKET

**COMPOSITION:** 100% Polyester

**Sizes:** S - XXXL

**INR** 3299



SOFT  
TOUCH



ANTI-ODOUR

**BEECOOL**

BEECOOL  
TECHNOLOGY



Jacket in windproof functional fabric designed to protect you from the wind and keep you comfortable. Hood that can be fastened, standup collar, a zip down the front. Elastic trim around the hood and cuffs unlined.



7003  
NAVY



2001  
BLACK

## 3430116 // ABIS B2B TRACKSUIT

**COMPOSITION:** 100% Polyester

**INR** 3799



MESH  
LINING



SOFT  
TOUCH



ANTI-ODOUR

**BEECOOL**

BEECOOL  
TECHNOLOGY

Layer up with the hummel Tracksuit and warm up in style. the color block design, stand up collar, front zip and side pockets gives your look a casual and sporty edge.



**7003  
NAVY**

## 3430120 // BRENN B2B TRACKSUIT

**COMPOSITION:** 100% Polyester

**Sizes:** S - XXXL

**INR** 3799



SOFT  
TOUCH



ANTI-ODOUR

**BEECOOL**

BEECOOL  
TECHNOLOGY

The Hummel Athleisure Tracksuit ticks all the right boxes, made with soft polyester fabrics, front zipper with pockets, regular fit. All lined with comfortable soft mesh for super comfort.



**2001  
BLACK**

## 3430121 // EDMONDO B2B TRACKSUIT

**COMPOSITION:** 100% Polyester

**Sizes:** S - XXXL

**INR 2999**



SOFT  
TOUCH



ANTI-ODOUR

**BEECOOL**

BEECOOL  
TECHNOLOGY

The Hummel Athleisure Tracksuit ticks all the right boxes, made with soft polyester fabrics , front zipper with pockets, regular fit.All lined with comfortable soft mesh for super comfort.



2001  
BLACK

## 3430122 // ELOV B2B TRACKSUIT

**COMPOSITION:** 100% Polyester

**Sizes:** S - XXXL

**INR 2899**



SOFT  
TOUCH



ANTI-ODOUR

**BEECOOL**

BEECOOL  
TECHNOLOGY

The Hummel Athleisure Tracksuit ticks all the right boxes, made with soft polyester fabrics , front zipper with pockets, regular fit.All lined with comfortable soft mesh for super comfort.



2001  
BLACK



## 3430117 // EDUK SWEATSHIRT

**COMPOSITION:** COTTON/POLY BLEND FLEECE

**Sizes:** S - XXXL

**INR** 2899

**GSM:** 260-280



BIO WASH



REGULAR FIT



PIQUE  
FABRIC

With a classic crew neck, the hummel SWEATSHIRT is made with cotton-rich sweat fabric that's breathable and soft to the touch. The silhouette offers regular fit.



2001  
BLACK



7003  
NAVY

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## 3430119 // ELAN B2B ZIPPER JACKET

**COMPOSITION:** COTTON/POLY BLEND

**Sizes:** S - XXXL

**INR** 2999

**GSM:** 260-280



BIO WASH



REGULAR FIT

This Mens Jacket made with soft cotton rich fabric for all weather. Front zipper & pockets to ensure you receive the best comfort and style.



2001  
BLACK



2007  
GREY

## 3430118 // ELWIN B2B ZIPPER HOODIE

**COMPOSITION:** COTTON/POLY BLEND

**Sizes:** S - XXXL

**INR** 3399



BIO WASH



REGULAR FIT

Made from cotton/poly blend, ZIP HOODIE has side pockets, and a full zip front for wearing it open or closed. The hood has a drawstring and stoppers for adjusting the size and shape.



2001  
BLACK



7003  
NAVY

## 3430152 // JAYE B2B POLY POLO

**COMPOSITION:** 100% POLY

**Sizes:** S - XXXL

**INR** 1599/-

**BEECOOL**

BEECOOL  
TECHNOLOGY



MOISTURE  
ABSORBENT



REGULAR FIT

Made with Breathable mesh fabric . The snap buttons acts as STYLE element to make this polo a smart casual outfit.

The handfeel is super soft and comfortable with built in BEECOOL moisture management technology



2001  
BLACK



7459  
ROYAL BLUE



9001  
WHITE

## 3530001 // B2B POLO

**COMPOSITION:** COTTON/POLY

**Sizes:** S - XXXL

**INR** 1499

**GSM:** 220



BIO WASH



REGULAR FIT  
POLO COLLAR



PIQUE  
FABRIC

Featuring a classic polo shirt silhouette, the CORE POLO has a soft collar, two-button neck opening, short sleeves and a regular fit. This hummel® polo shirt is made from piqué fabric, which has a subtle pattern and texture in the fabric weave.



6133  
**GREEN**



8118  
**NAVY**



2001  
**BLACK**



9001  
**WHITE**



2006  
**GREY**

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