

# Adidas defend controversial Manchester United women's shirt

LONDON - Manchester United kit maker Adidas has been forced to defend its controversial new shirt designed specifically for female fans of the Premier League club...



© 123RF.com

Adidas unveiled the first United kit of its Â£750 million (\$1.3 billion) deal with the Old Trafford team last week.

But the German sportswear giant was criticised for the design of the women's shirt, which had a much lower neckline than the men's version.

One United fan, @MUnitedGirl, posted on Twitter: "Seriously Adidas? Why is the V-neck so low compared with the men's one? Some of us don't like to show cleavage.

"I call that discrimination. Nike never did that."



Seriously @adidas?! why is the V neck so low compared with mens one? Some of us don't like to show cleavage. @ManUtd



RETWEETS  
700

FAVORITES  
337



Responding to the criticism, Adidas said it took the thoughts of fans into account before producing the kit.

"Adidas provides an adult shirt which is a replica of what the players wear," an Adidas spokesperson said on Monday.

"Based on research from fans, we also offer a women's shirt as part of our lifestyle range of products.

"This range has a slightly different design and fit to give fans a choice."

Nike did not produce a women's version of the United shirt last season and Adidas also pointed out it has made women's kits for the likes of Chelsea, Real Madrid and Bayern Munich without complaints.

Source: AFP

For more, visit: <https://www.bizcommunity.com>