



INSTITUTIONAL

C A T A L O G U E



SPORT STYLE FROM DENMARK

 SINCE 1923

UNDERSTANDING THE ICONS



MOISTURE ABSORBENT

Clothing made with moisture-absorbing materials contains fibers that capture and hold onto sweat.



BEECOOL TECHNOLOGY

The hummel BEECOOL technology is developed to keep you cool and dry.



ANTI-ODOR

Anti-odor technology neutralizes body odour and protects from odour causing microbes, delivering unparalleled, long lasting freshness.



SOFT TOUCH

The finish leaves the fabric with a soft hand and reduces static cling.



BIO WASH

Bio wash just increases the luster, shine, and soft feel.



PIQUE FABRIC

It's breathable, durable and easily cared for and has excellent give and comfort. Its breathable nature also ensures that any wearers of pique stay cool. Furthermore, the textured weave is great at hiding all those perspiration stains.



MESH LINING

Mesh helps let air circulate to increase ventilation so you can cool down and get rid of sweat more quickly.



LIGHTWEIGHT

Combination of fabric, trim and construction to make the garment light.



ANTI-SHRINK

It features anti-shrink functionality for better shape retention.

1923 - 2023
100 YEARS OF HUMMEL

THIS IS OUR 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.



1970

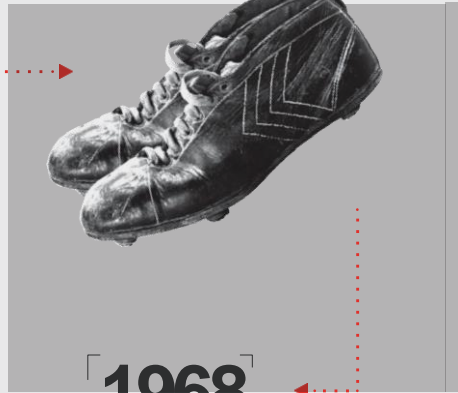
hummel is introduced to the Northern European market.

1979

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

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.

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.



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!



1999

hummel gets a new owner – Thomico. Christian Stadil 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.



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.

2016

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

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.



1923
2023
100 YEARS IN SPORT

In 2023, we will celebrate a century of hummel – marking 100 years of proud heritage in the world of sports.



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.



EVER
EVER

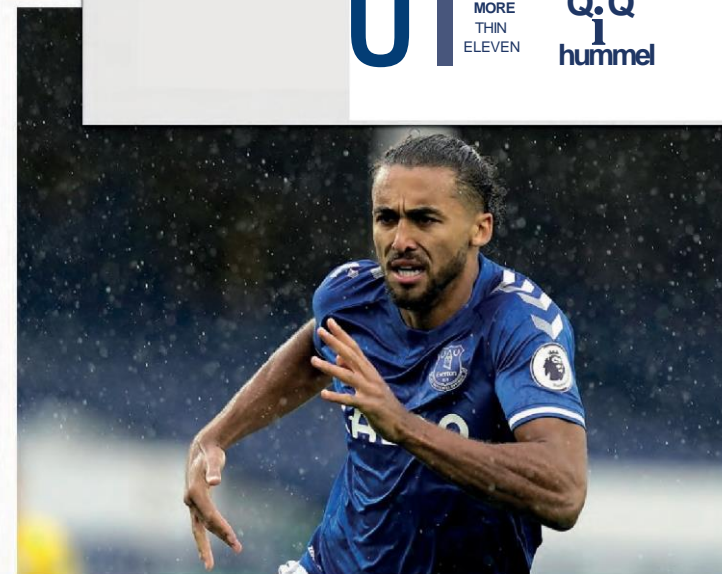
BACK IN PREMIER LEAGUE

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 flagship 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.

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Q.Q hummel



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GAME



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GERMAN CHAMPIONS 2020

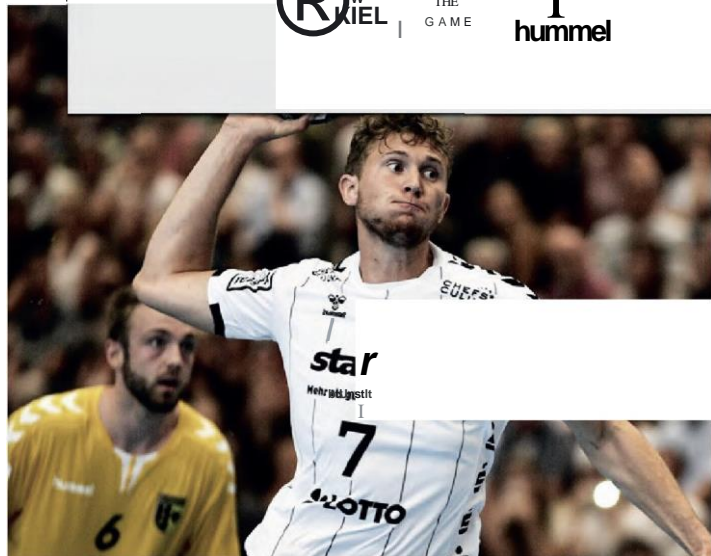
THW KIEL WON THE GERMAN CHAMPIONSHIP IN 2020

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



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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. V/e 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



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GAME



Kartik Aaryan



Nora Fatehi



Rakulpreet Singh



Vanni Kapoor



Mouni Roy



ELASTIC TRIM
AROUND THE
HOOD



LIGHTWEIGHT



SOFT TOUCH



ANTI-ODOR



BEECOOL
TECHNOLOGY

3430115

VICTOR WINDBREAKER JACKET



SIDE VIEW



BACK VIEW



OUR CLASSIC CHEVRONS



100% POLYESTER

PRODUCT DESCRIPTION

- The windbreaker jacket features an elasticated hood with front zip for utmost comfort.
- It comes with windproof functional fabric and a contrasting label on the hem with our classic chevrons for enhanced style.

COMPOSITION: 100 % POLYESTER

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

SIZES AVAILABLE

S-XXXL

MRP: INR 3299/-

COLOR CODE



Navy
7003



ELASTIC TRIM
AROUND THE
HOOD



LIGHTWEIGHT



SOFT TOUCH



ANTI-ODOR



BEECOOL
TECHNOLOGY

3430115

VICTOR WINDBREAKER JACKET



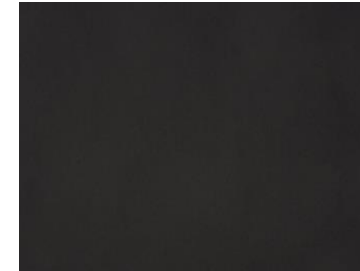
SIDE VIEW



BACK VIEW



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CHEST	36	38	40	42	44	46

SIZES AVAILABLE

S-XXXL

MRP: INR 3299/-

COLOR CODE



Black
2001



CREW NECK



BIO WASH



SOFT TOUCH

3430117

EDUK SWEATSHIRT



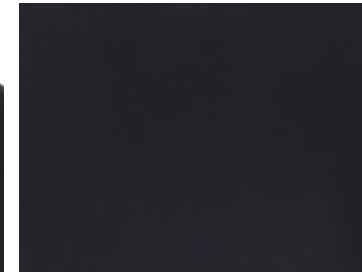
SIDE VIEW



BACK VIEW



PRINTED CHEVRONS ON BACK
NECK



COTTON/POLY BLEND FLEECE

PRODUCT DESCRIPTION

- The classic hummel sweatshirt in crew neck.
- Made with cotton-rich sweat fabric that's brushed inside.
- The silhouette offers a regular fit for utmost comfort.

COMPOSITION: COTTON/POLY BLEND FLEECE
 GSM: 280-300 approx.

SIZES AVAILABLE

S-XXXL

MRP: INR 2899/-

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

COLOR CODE



Navy
7003



CREW NECK



BIO WASH



SOFT TOUCH

3430117

EDUK SWEATSHIRT



SIDE VIEW



BACK VIEW



PRINTED CHEVRONS ON BACK
 NECK



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SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

SIZES AVAILABLE

S-XXXL

MRP: INR 2899/-

COLOR CODE



Black
2001



HOODIE WITH FRONT ZIPPER



BIO WASH



SOFT TOUCH

3430118

ELWIN B2B ZIPPER HOODIE



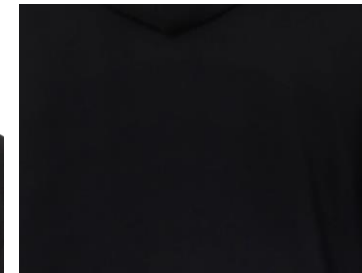
SIDE VIEW



BACK VIEW



ATTACHED HOODIE



COTTON/POLY BLEND

PRODUCT DESCRIPTION

- The hummel hoodie comes with pockets on both sides.
- It features a front zip for utmost comfort.
- The hood has drawstrings and stoppers for adjustment.

SIZES AVAILABLE

S-XXXL

MRP: INR 3399/-

COMPOSITION: COTTON/POLY BLEND

GSM: 320 approx.

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

COLOR CODE



Black
2001



HOODIE WITH
FRONT ZIPPER



BIO WASH



SOFT TOUCH

3430118

ELWIN B2B ZIPPER HOODIE



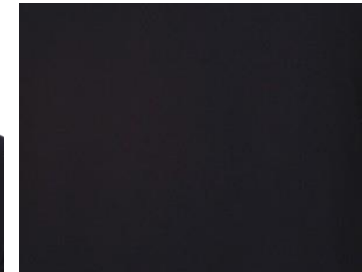
SIDE VIEW



BACK VIEW



ATTACHED HOODIE



COTTON/POLY BLEND

PRODUCT DESCRIPTION

- The hummel hoodie comes with pockets on both sides.
- It features a front zip for utmost comfort.
- The hood has drawstrings and stoppers for adjustment.

COMPOSITION: COTTON/POLY BLEND
 GSM: 320 approx.

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

SIZES AVAILABLE

S-XXXL

MRP: INR 3399/-

COLOR CODE



Navy
7003



FRONT ZIPPER



BIO WASH

3430119

ELAN B2B ZIPPER JACKET



SIDE VIEW



BACK VIEW



PRINTED CHEVRONS ON BACK
NECK



COTTON/POLY BLEND

PRODUCT DESCRIPTION

- The hummel jacket comes with pockets on both sides.
- It features a front zip for utmost comfort.
- It comes with iconic chevrons at the back for enhanced style.

COMPOSITION: COTTON/POLY BLEND

GSM: 260-280 approx.

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

SIZES AVAILABLE

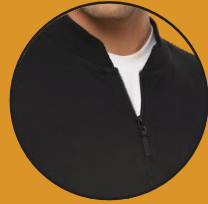
S-XXXL

MRP: INR 2999/-

COLOR CODE



Grey
2007



FRONT ZIPPER



BIO WASH

3430119

ELAN B2B ZIPPER JACKET



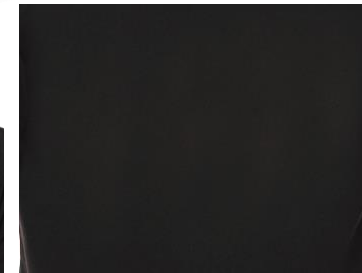
SIDE VIEW



BACK VIEW



PRINTED CHEVRONS ON BACK
NECK



COTTON/POLY BLEND

PRODUCT DESCRIPTION

- The hummel jacket comes with pockets on both sides.
- It features a front zip for utmost comfort.
- It comes with iconic chevrons at the back for enhanced style.

SIZES AVAILABLE

S-XXXL

MRP: INR 2999/-

COMPOSITION: COTTON/POLY BLEND
 GSM: 260-280 approx.

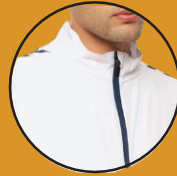
SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

COLOR CODE



Black
2001



STAND UP COLLAR



MESH LINING



SOFT TOUCH



ANTI-ODOR



BEECOOL TECHNOLOGY

3430129

ABIS B2B TRACKSUIT



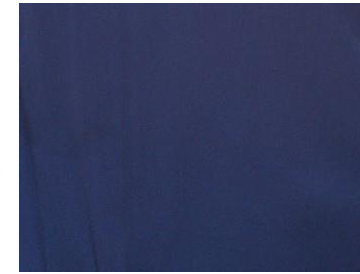
SIDE VIEW



BACK VIEW



COLOR BLOCK DESIGN



100% POLYESTER

PRODUCT DESCRIPTION

- The tracksuit has color block design with stand up collar for defined look.
- It features front zip and pockets on both sides for utmost comfort.

COMPOSITION: 100% POLYESTER

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

SIZES AVAILABLE

S-XXL

MRP:

UPPER: INR 3799/-

TRACKSUIT: INR 4599/-

COLOR CODE



Navy
7003



FRONT ZIPPER



SOFT TOUCH



ANTI-ODOR



BEECOOL TECHNOLOGY

3430130

BRENN B2B TRACKSUIT



SIDE VIEW



BACK VIEW



OUR CLASSIC CHEVRONS/
BUMBLEBEELOGO



100% POLYESTER

PRODUCT DESCRIPTION

- The tracksuit features front zip and pockets on both sides for utmost comfort.
- The silhouette offers regular fit for ease in the movement.
- It is all lined with comfortable soft mesh.

COMPOSITION: 100% POLYESTER

SIZES AVAILABLE

S-XXXL

MRP:

UPPER: INR 3599/-

TRACKSUIT: INR 4399/-

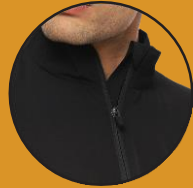
COLOR CODE



Black
2001

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46



FRONT ZIPPER



SOFT TOUCH



ANTI-ODOR



BEECOOL
TECHNOLOGY

3430131

EDMONDO B2B TRACKSUIT



SIDE VIEW



BACK VIEW



OUR CLASSIC CHEVRONS



100% POLYESTER

PRODUCT DESCRIPTION

- This hummel tracksuit ticks all the right boxes.
- This is made with premium polyester fabric.
- It features a front zipper with pockets.
- The garment is lined with soft mesh fabric for comfort.
- The silhouette offers a regular fit for utmost comfort.

COMPOSITION: 100% POLYESTER

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

SIZES AVAILABLE

S-XXXL

MRP:

UPPER: INR 3599/-

TRACKSUIT: INR 4499/-

COLOR CODE



Black
2001



FRONT ZIPPER



SOFT TOUCH



ANTI-ODOR



BEECOOL TECHNOLOGY

3430132

ELOV B2B TRACKSUIT



SIDE VIEW



BACK VIEW



OUR CLASSIC CHEVRONS



100% POLYESTER

PRODUCT DESCRIPTION

- The tracksuit features front zip and pockets both sides for utmost comfort.
- The silhouette offers regular fit for ease in the movement.
- It is all lined with comfortable soft mesh.

COMPOSITION: 100% POLYESTER

SIZE CHART

SIZES	S	M	L	XL	XXL	XXXL
FRONT LENGTH	27	28	29	30	31	32
CHEST	36	38	40	42	44	46

SIZES AVAILABLE

S-XXXL

MRP:

UPPER: INR 3799/-

TRACKSUIT: INR 4299/-

COLOR CODE



Black
2001



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✉ care@hummelindia.in