

STAND UP
AND FIGHT



FIGHT THE BRAVE

THE FABRIC OF MUNSTER AN INTERVIEW WITH KIT DESIGNER

ROGER HAHN



A rugby kit is more than just a uniform. It's a badge of honour. Something that tells a story. But how do these kits become reality? We spoke to Roger Hahn, Senior Designer at adidas, and the man behind our new look.

How did you begin working with adidas?

In 2004, I was contacted by a recruiter for a Team Sport design role. They didn't tell me the name of the company, so I wasn't interested at first. A few months later, he came back to me with a new role. I ended up working for the Sport Specific design team at adidas as an apparel and graphic designer. Working across Running, Outdoor, Swimwear, Tennis, and Training.

What drew you to this project?

I'd been working on rugby apparel for a few New Zealand clubs, which I enjoyed a lot. I found that athletes and fans were so humble and really appreciated our work. I couldn't wait for a new challenge. Munster came with an inspiring brief. They seemed open to some modern graphic direction too, which fit with our plans for the season.

What was your inspiration for the design?

Ideas and stories were everywhere, from the deep red colour to the ancient mystic legends and Celtic knots. We were able to combine those with well-known symbols such as the stag and the crowns. Interpreting these elements with modern digital filters.

How do you keep designs fresh year on year?

We do a lot of research and workshops. Exploring many different ideas and techniques in a playful way. Literally hundreds of ideas end up in the bin. But, naturally, we always end up finding something exciting and new.

Which design excited you the most?

The Munster Euro kit was the most exciting for sure. But now we're working on new seasons already, and it's even more exciting.

How does it feel to see your designs worn by thousands of fans?

It's hard to describe, but feels really good. Much different to other sports I was working on. Knowing that designs might polarise, not everyone will like them, I still feel so much appreciation from the fans and the athletes.



LIFE
STYLE
SPORTS

EXCLUSIVE
RETAIL PARTNER