# Nike leak reveals Chelsea’s 2025-26 kit months before official launch



Nike's recent mishap in leaking images of Chelsea's 2025-26 kit has not only drawn attention to the design ahead of its official launch but also highlighted the nuances of branding and sponsorship in football. The leak occurred through a well-timed but ultimately erroneous post on social media, shared just a day before the scheduled unveiling. The post, which sported the phrase "Recharged in electric blue. Trimmed in brilliant white. Worn with West London pride," was swiftly deleted, but not before the new kit's details began circulating widely.

Chelsea's ongoing partnership with Nike began in 2016 after the club parted ways with Adidas, paying a substantial termination fee of £40 million. This agreement subsequently led to a landmark deal for the club, reported to be worth £900 million over 15 years—an arrangement that significantly transformed Chelsea’s commercial landscape. The latest kit's design is a departure from previous styles, featuring a minimalist look with a white v-neck collar and an intricate honeycomb pattern reminiscent of goal netting, enhancing the visual narrative of the club's identity.

The new kit incorporates Chelsea's traditional colours: Rush Blue, Speed Red, and White. It also aims to reflect the essence of the city with its design elements, highlighting a grunge graphic that embodies the gritty nature synonymous with West London. The absence of a primary sponsorship, which has been a defining aspect of Chelsea's current season, is noticeable in this new kit. The club had struggled to secure a front-of-shirt sponsor, although a short-term agreement with a Middle Eastern luxury real estate company has filled the gap until the end of the season. The new design, scheduled to be available for purchase from June 2025, will stand out against the current season’s 'blue flame' motif.

As Chelsea continues to seek a new sponsor for their shirts, the importance of these kits extends beyond aesthetic appeal; they represent potential revenue streams that can significantly boost the club's financial health. The impending sale of the new kit likely aims not only to energise the fanbase but also to attract business opportunities that align with the club's ambitious growth plans.

The 2025-26 collection also promises an array of kit options beyond the home jersey. Reports indicate an away kit in an off-white hue named ‘Phantom’ combined with dark military green, drawing inspiration from a beloved design of the past, celebrating Chelsea's rich history. A third kit, aligning with Nike's Total 90 aesthetic, is set to feature predominantly black, complemented by silver logos, revealing the innovative approach Nike is employing for the upcoming season.

This incident underscores the delicate balance that sports brands must maintain between marketing excitement and operational precision. While the early reveal may have presented a challenge for Chelsea's marketing strategy, it also serves as a reminder of the passionate scrutiny fans and media alike place on club merchandise in today's digital landscape. As anticipation builds for the official launch, the football community remains abuzz with discussion, dissecting every detail of the new kit and its implications for Chelsea’s future in a competitive Premier League environment.

### Reference Map

1. Paragraph 1: [[1]](https://www.dailymail.co.uk/sport/football/article-14716165/Nike-accidentally-LEAK-Chelsea-kit-official-launch-awkward-social-media-gaffe.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
2. Paragraph 2: [[1]](https://www.dailymail.co.uk/sport/football/article-14716165/Nike-accidentally-LEAK-Chelsea-kit-official-launch-awkward-social-media-gaffe.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.footyheadlines.com/2024/08/chelsea-25-26-home-kit.html)
3. Paragraph 3: [[2]](https://www.footyheadlines.com/2024/08/chelsea-25-26-home-kit.html), [[3]](https://www.fourfourtwo.com/features/chelsea-home-kit-for-2025-26-everything-we-know-so-far)
4. Paragraph 4: [[3]](https://www.fourfourtwo.com/features/chelsea-home-kit-for-2025-26-everything-we-know-so-far), [[4]](https://www.footyheadlines.com/2025/02/nike-chelsea-25-26-home-away-third-kits.html)
5. Paragraph 5: [[4]](https://www.footyheadlines.com/2025/02/nike-chelsea-25-26-home-away-third-kits.html), [[5]](https://www.footyheadlines.com/2024/08/chelsea-25-26-away-kit.html)
6. Paragraph 6: [[6]](https://www.footyheadlines.com/2025/02/chelsea-25-26-futura-jacket.html), [[7]](https://www.footyheadlines.com/2024/11/chelsea-25-26-third-kit.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/sport/football/article-14716165/Nike-accidentally-LEAK-Chelsea-kit-official-launch-awkward-social-media-gaffe.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.footyheadlines.com/2024/08/chelsea-25-26-home-kit.html> - Footy Headlines reports that Chelsea's 2025-26 home kit features the club's traditional blue color, combined with white and striking red detailing. The design includes a grunge graphic representing the city's gritty nature, with the official colors being 'Rush Blue / Speed Red / White / White'. The kit is expected to be available from June 2025.
3. <https://www.fourfourtwo.com/features/chelsea-home-kit-for-2025-26-everything-we-know-so-far> - FourFourTwo provides insights into Chelsea's 2025-26 home kit, highlighting a sharply patterned blue shirt with a white Nike tick, traditional Chelsea crest, and no main sponsor branding. The design includes a white collar and red and white side stripes, with the colors described as 'Rush Blue, Speed Red and White'. Sales are expected to begin in June, with the club still in the process of securing a new front-of-shirt sponsor.
4. <https://www.footyheadlines.com/2025/02/nike-chelsea-25-26-home-away-third-kits.html> - Footy Headlines leaks details of Chelsea's 2025-26 kits, including the home kit featuring traditional blue with white and red detailing, the away kit in off-white ('Phantom') with dark military green ('Galactic Jade') and red details, and the third kit predominantly black with silver logos and blue accents. The third kit is inspired by Nike's Total 90 design and is scheduled for release in August 2025.
5. <https://www.footyheadlines.com/2024/08/chelsea-25-26-away-kit.html> - Footy Headlines exclusively leaks images of Chelsea's 2025-26 away kit, which is off-white ('Phantom') with dark military green ('Galactic Jade') and red details. The kit draws inspiration from Chelsea's 1974-75 away shirt, combining white, red, and green elements to commemorate its 50th anniversary. The release date is scheduled for July/August 2025.
6. <https://www.footyheadlines.com/2025/02/chelsea-25-26-futura-jacket.html> - Footy Headlines exclusively leaks Chelsea's 2025-26 Futura jacket, which is predominantly 'Rush Blue' with a red stripe across the chest, extending to the sleeve cuffs. The jacket features a 3D Lion crest with a red shadow, similar to the home kit's design. The release date is set for July 2025.
7. <https://www.footyheadlines.com/2024/11/chelsea-25-26-third-kit.html> - Footy Headlines leaks information about Chelsea's 2025-26 third kit, which is predominantly black ('Black'), combined with silver ('Field Silver') logos and blue ('Game Royal') applications. The kit is inspired by Nike's Total 90 design and features a classic Chelsea crest similar to the 1986-2005 era. The release is scheduled for August 2025.