



## 2026 JERSEY REVEAL

27 November 2025

The Highlanders have gone back to the future to launch their 30-Year Celebration Jersey for the upcoming 2026 Super Rugby Pacific season, marking 30 years since the Highlanders first took the field.

The special edition jersey pays tribute to the club's historic first season in 1996. This commemorative jersey embodies the spirit, resilience, and pride that has defined the Highlanders for three decades. The iconic first season jersey is a symbol of the Highlanders identity and the 2026 version is a tribute to everyone who has worn, supported, and believed in the Highlanders since 1996.

Co-designed by apparel sponsor, Classic, and the Highlanders, the jersey draws inspiration from the original strip worn in the inaugural 1996 Super 12 campaign, the jersey features:

- The Blue, Gold and Maroon colours of the Highlanders three provinces North Otago, Otago and Southland
- Includes a commemorative 30 year crest and “ Est.1996 ” insignia
- The one-off design for the 2026 season only - connects the past and present, celebrating the players, fans, and community who have been part of the Highlanders story since the beginning.

Former Highlanders and All Blacks, Jeff Wilson and Ben Smith commented on the jersey.

“Leaving the jersey in a better place has always been part of rugby’s story. When I see people wearing the team jersey now – whether here in Dunedin or on the other side of the world – it shows me their loyalty to the team, the club and the values it represents and reminds me that in 1996 we contributed to something lasting” said Jeff Wilson.

Ben Smith adds, “The jersey belongs to the region and you understand as a player that it represents more than just the players on the field – it’s the entire community. I was lucky to grow up and go along to Carisbrook and support guys like Jeff Wilson and others, to eventually wear the jersey myself was incredibly special”.

The jersey will be worn as the regular home jersey in all matches apart from when a white clash alternative is required.

Current squad member Finn Hurley is looking forward to getting out on the field in the new strip.

“Knowing the jersey sort of pays tribute to all the Highlanders players over the last 30 years it’s an awesome feeling , particularly when you think of the amazing players that have played for the Highlanders since 1996. It certainly motivates me to contribute to the legacy of the jersey in 2026.”

Highlanders Marketing Manager Amanda Gould is looking forward to 2026 and expects the jersey to popular amongst fans.

“We, the Highlanders invite all of the Highlanders fans and supporters to join us in celebrating this milestone year. An anniversary like this provides an opportunity to reflect on the last 30-years of memories while creating new ones in 2026. We believe the jersey will be

welcomed by our fans (based on the popularity of heritage and retro designs recently) and expect demand for this special 30-year commemorative jersey to be very strong throughout our region and beyond.”

Fans will have the opportunity to purchase the jersey online via the Highlanders website at 6pm on Thursday 27<sup>th</sup> November with early access for Members from midday.

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