



PRESS RELEASE

PUMA AND AC MILAN PAYS TRIBUTE TO THE ARCHITECTURE OF MILAN WITH THE NEW AC MILAN HOME KIT

Herzogenaurach, Germany – July 28, 2020 - Sports company PUMA has today unveiled the new AC Milan Home kit to be worn by the men's, women's and youth teams for the 2020/21 season. The Home kit is inspired by the elegance and grandeur of the city of Milan, its magnificent structures and its iconic architecture.

Milan is a city rich with culture and history; it is a city of glamour and creativity, home to some of the world's most beautiful and historic architecture. To celebrate the essence and culture of the city, the new Home kit pays homage to Milano tradition and its contemporary design.

The Galleria Vittorio Emanuele II is at the heart of the city, it offers a glimpse into the Milanese soul, complementing the city's past with a modern approach to design. The Galleria is Italy's oldest shopping mall, housed in a four-story double arcade in the center of Milan and is named in honor of the first King of Italy. The striking patterns and architecture of the Galleria have inspired the all-over pattern printed tone on tone within the jersey's traditional black and red striped design, adding a modern twist to an iconic design.

David Bremond, Head of Product Line Management Teamsport said, "AC Milan is more than a football club; it represents the culture of the city. We wanted to create a jersey that respects the traditions of the club and speaks to the fans inside and outside of Italy. We have incorporated the iconic architecture of Milan into this jersey, to truly represent not only the city but the culture that influences it."

Casper Stylsvig, Chief Revenue Officer of AC Milan, said, "The AC Milan jersey is symbolic, representing the pride and belonging of millions of fans around the world. The new design pays homage to tradition, culture and iconic architecture which is synonymous with our beautiful city of Milan. AC Milan is built on innovation, community, integrity and inclusiveness and PUMA have effectively captured these core values within this elegant new design."

The new Home jersey will make its on-pitch debut on the 2nd August against Cagliari in the final Home game of the Serie A season.

The new AC Milan Home kit will be available from July 28th at PUMA.com, PUMA stores, AC Milan official stores, store.milan.com and at select retailers worldwide.

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Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

AC Milan Press Office – press@acmilan.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>