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PRESS RELEASE



PUMA & MANCHESTER CITY BRING THE SASH HOME WITH THE 25/26 HOME KIT

Herzogenaurach, Germany, 13th May, 2025 — Global sports company PUMA and Manchester City have today unveiled the 2025/26 Home kit. For the first time in the Club's history, the Home kit features the famous 'sash' – the diagonal stripe design made iconic on previous City away days.

The fresh new iteration of the Home jersey pairs the unmistakable sky-blue City base with a white sash, that has been reimagined for the next generation. First introduced on kits in the 70s and worn by club greats such as Mike Summerbee, Colin Bell, Francis Lee and Tony Book, the sash has a long history on City kits. Historically seen on Away kits, this iconic City style makes its Home debut for the 25/26 season, creating a connection to the past with a futuristic design, bridging the gap between different generations of City fans.

Manchester City and PUMA celebrated this year's Home kit launch with a unique launch film. Directed by Glenn Kitson, the film features a talent show hosted by John Thompson from *The*

Fast Show and *Cold Feet* including a number of players such as Erling Haaland, Manuel Akanji, Oscar Bobb and Alex Greenwood. The film brings one of the world's biggest football clubs into the home of Clayton Official Supporters Club, shot just around the corner from the Etihad Stadium. It's a celebration of community, football, and the simple joys of life, capturing the essence of what it means to be a Manchester City fan.

Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel, added: "We're so excited to be featuring the iconic sash, made famous from away days of old, on the Home kit for the first time. Both in this kit and all our kits for this upcoming season, fans across the world will be reminded that with our partnership we do things differently and want to push the boundaries in terms of design, creativity and innovation".

Mike Summerbee, Manchester City Club Ambassador, said: "Kits hold special memories for players and fans. The sash has always been a loved design that people remember fondly, and I'm delighted to see it return this year, on a Home kit. It was also an honour to be part of the kit launch video. I hope fans around the world enjoy the video and that this kit brings more special memories for the Club."

The jersey is available in both Authentic and Replica versions. The Authentic Jersey, worn by the players, is crafted with PUMA's ULTRAWEAVE fabric, which reduces weight and friction for elite-level performance. The Replica Jersey offers the same striking look with a more relaxed fit, perfect for both match days and everyday wear. Both versions incorporate PUMA's dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

Reflecting PUMA's commitment to sustainability, the Replica jerseys are made using the RE:FIBRE initiative, utilizing recycled textile waste to create new materials without compromising quality. Containing at least 95% recycled textile waste and other used polyester materials, this initiative represents a significant step towards a more circular and sustainable production process for football jerseys.

The men's first team will wear the new Home kit at this summer's Club World Cup, taking place in the USA.

The 25/26 Manchester City Home kit is available from the 13th May at PUMA.com, Manchester City Official Stores, and select retailers worldwide.

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PUMA

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