



PRESS RELEASE



ORIGIN STORY: PUMA & MANCHESTER CITY LAUNCH THE 25/26 AWAY KIT INSPIRED BY THE CLUB'S OLDEST-KNOWN KIT

Herzogenaurach, Germany, 18th July 2025 — Global sports company PUMA and Manchester City have launched the brand-new Away kit for the 25/26 season, a tribute to the early Cityzens, reimagined with a nod to the Club's innovative spirit. The all-black design takes inspiration from the Club's oldest-known kit, combined with metallic details to celebrate the timeless essence of Manchester City.

Manchester City's earliest known kit dates back to 1884, when the football Club was based in Gorton. The iconic kit – a symbol of Manchester City's legacy – is brought to life with a slick new design that honours the Club's origins.

The design merges classic and contemporary, with the stylish all-black look taking inspiration from the historic kit, complemented by a traditional collar with a white trim. The metallic crest and silver details add a unique contrast to the black base, giving the kit a stunning aesthetic and creating a truly special Away jersey.

Marco Mueller, PUMA's Senior Director of Product Line Management Performance Apparel, said: "Reimagining Manchester City's oldest-known kit was a special honour for us, not many people would know that black was the original colour of the Club, and we love to celebrate the culture and identity of our Clubs and what sets them apart. Being able to bring an all-black kit was exciting and gave us the opportunity to do something new with the Away jersey. Another first is that this is the first time PUMA has ever shot a campaign fully in black and white which really ties in beautifully to the design of the kit."

Nuria Tarre, Chief Marketing & Fan Experience Officer for City Football Group said: "We are delighted to unveil this season's Away kit to fans for the first time – a powerful tribute to our earliest-known kit, when the Club was based in Gorton, Manchester. The striking all-black design is a fresh take on a traditional kit with a sleek, contemporary edge."

"Our fans have always had a deep appreciation for kits that honour the Club's history, and this kit does exactly that. It's a bold expression of our identity that we hope will soon become a favourite amongst our passionate fanbase."

Dr Gary James, Manchester football historian, commented: "It's fantastic to see Manchester City reference the earliest-known kit in the Club's history in the new Away kit for the 2025/26 season. The black shirt design is a respectful nod to City's early years, a significant symbol of the Club's origin story, and it is fitting to see that legacy honoured through a modern interpretation that reminds us all how far we've come."

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 new Manchester City Away kit will make its debut on pitch when Manchester City play Palermo at the Renzo Barbera Stadium on Saturday 9th August in a preseason friendly.

The 25/26 Manchester City Away kit is available from the 18th July at PUMA.com, Manchester City Official Stores, and select retailers worldwide.

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PUMA

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