



## PRESS RELEASE



# WHEN FOOTBALL MEETS FASHION, IT'S A MATCH MADE IN MILAN. INTRODUCING THE NEW 2023/24 AC MILAN AWAY KIT

**Herzogenaurach, Germany, July 20<sup>th</sup>, 2023** — Today, global sports company PUMA proudly introduces the new AC Milan Away kit for the 2023/24 season, designed to celebrate Milan's place at the intersection of football, fashion and design.

Introduced by the Club in 1910, the white Away kit became an iconic part of the AC Milan identity, earning the nickname 'The Lucky One' thanks to its triumphant record in six European Finals. This season PUMA and AC Milan present a chic new take on the famous Away jersey by taking distinct features of the AC Milan crest and forming a graphical all-over pattern inspired by the fashion houses of Milan and traditional fashion patterns.

The kit effortlessly blends the Club's rich football legacy with the understated elegance of a city renowned as a fashion capital.

*Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel,* commented: "Both PUMA and AC Milan are deeply rooted in football heritage. Milan is a city

defined by football and fashion, and the new Away kit is a reflection of this. The contemporary design mixes the classic and traditional Away kit colors with a fashion forward style. We believe we have created a kit that sits perfectly on the intersection of football, fashion and design – and we can't wait to see it on the field next season."

"I am so excited to have joined a Club as historic and iconic as AC Milan", said *Christian Pulisic*. "I am also very happy that we will be touring the United States for pre-season where I get to wear the amazing new kit! The fans will love this kit, it looks great on pitch and in the stands. AC Milan is an incredibly successful club and the iconic Rossoneri's white kit has become a symbol of those successes over the years. As players, we feel an extra surge of confidence knowing that we carry the legacy of AC Milan's rich heritage with us."

*Casper Stylsivg, Chief Revenue Officer of AC Milan*, added: "The new AC Milan Away kit designed by our partner PUMA beautifully captures the essence of our Club's rich heritage, combining it elegantly with fashion and design, symbols of our city. The modern interpretation of the classic white kit symbolizes our commitment to honor tradition while embracing innovation. This kit embodies the spirit of AC Milan, showcasing our commitment to excellence both on and off the pitch. It is a testament to the Club's iconic legacy and our unwavering dedication to push boundaries, leaving a lasting impression wherever we go."

The new Authentic jersey features cutting-edge technology to provide optimal performance and comfort on the pitch. Engineered with ULTRAWEAVE fabric, the kit boasts a structured, 4-way stretch design that reduces weight and friction, allowing players to move freely and comfortably. The dryCELL technology integrated into the fabric is designed to keep your body free from sweat.

The Replica version is made with 100% recycled polyester and equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch or place. Both jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

To celebrate the launch of the new kit, PUMA and AC Milan will be hosting a fashion forward exclusive event in Los Angeles as part of their pre-season tour, featuring AC Milan players and local influencers. AC Milan will debut the new Away kit at The Rose Bowl Stadium in Pasadena on July 23<sup>rd</sup> when AC Milan take on Real Madrid, as part of the Soccer Champions Tour 2023.

Celebrate football and fashion with the 2023/24 AC Milan Away kit available from July 20<sup>th</sup> at PUMA stores, PUMA .com, all AC Milan stores, store.acmilan.com and at select retailers worldwide.

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