

## **PRESS RELEASE**



### **PUMA PRESENTS THE NEW FIGC HOME KIT INSPIRED BY ITALIAN RENAISSANCE CULTURE**

**Herzogenaurach, Germany – August 31, 2020** - Sports company PUMA has today launched the new FIGC Home kit, taking inspiration from the luxury decadence of Italy's past to reshape their future. The new jersey continues the Crafted by Culture design theme utilized for the Away and Renaissance jerseys, with a stunning new pattern integrated into the jersey design.

Inspired by this culture-defining era of art and architecture, the new Italy Home kit reinterprets the luxurious Renaissance patterns of the past into a modern geometric graphic, tonally incorporated into the blue jersey celebrating the nation's influence on world culture and football alike.

"During the Renaissance, Italy was the epicenter of creativity and innovation. Italy didn't just influence the world; it redefined it. With this FIGC Home kit we want to celebrate this era and craft this kit from Italy's most important cultural time. The Renaissance floral motives represent the universal beauty that was crafted in Italy to inspire the lifestyle of the world with unpredictable creativity. The new Italy Home jersey will show the pride, the passion and the excitement of Italians to the world," said David Bremond, Head of Product Line Management Teamsport, PUMA.

The new FIGC Home kit celebrates the Azzurri's past greatness, merging classic identity with a modern design. The traditional blue kit signifies the rebirth of the Italian national team, led by an exciting new generation of players who produced one of the most successful qualifying campaigns in their storied history as they set their sights on success at next summer's Championships.

The new jersey is equipped with PUMA's thermoregulation technology which provides an improved moisture management system to maintain the perfect body temperature. Combined with laser-cut perforation on the front and engineered jacquard at the back, the jersey offers the latest in fit and mobility for optimal performance.

The new FIGC Home kit is available from August 31<sup>st</sup> at PUMA.com, FIGCstore.com, at PUMA stores, at FIGCstore.com and at leading football retailers worldwide.

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ISD: August 31<sup>st</sup>, 9:00am CEST

**PR Images:** <https://fastcat.puma.com/transfer/e7a69c28d745dc4009ad61ae750f217f730a32733f19dc66d1f73bea4318ffa6>

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**PUMA**

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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/>