

PRESS RELEASE



CIAO, WELCOME TO MILAN. NEW PUMA AND AC MILAN STREETWEAR CAPSULE

Herzogenaurach, Germany; December 11th, 2021 — Global sports brand PUMA and football club AC Milan will release their first streetwear collaboration together, where Milanese heritage and proud footballing tradition were combined for a limited drop of footwear and apparel.

The capsule, designed as much for the terraces as it is for the street, marks a new chapter in the long-standing partnership between PUMA and AC Milan. The campaign features long-time PUMA ambassador, World-Cup winner, and current AC Milan striker Olivier Giroud whose strong professionalism, sense of fashion, and natural panache suit the collection to a tee.

The new streetwear capsule collection has been inspired by the next generation of AC Milan fans and it mixes the tradition and style of an iconic football club and a city worthy of its “fashion capital” status with modern design, underlining the Club's innovative spirit and vision, which has future generations at its heart.

Traditional training garments such as nylon waterproof coach jackets and track pants are overhauled and rendered as timeless items for the street by interlaying jersey linings, scarf-like patches, and unique AC Milan-inspired color palettes. Accompanying them are premium-knit french terry hoodies, cotton tees, and two custom PUMA Suede Classic XXI trainers.

The **PUMA x A.C. Milan** capsule will be released on PUMA.com and key stores in Italy starting December 11th.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.about.puma.com