



PRESS RELEASE

PUMA CELEBRATES MANCHESTER MUSIC AND FASHION CULTURE WITH CITY'S PAISLEY THIRD KIT

Herzogenaurach, Germany – August 27, 2020 - Sports company PUMA has today unveiled the new Manchester City Third Kit for the 2020/21 season to be worn by the men's, women's and youth teams. The Third Jersey features a stunning paisley pattern inspired by Manchester's rich musical heritage and fashion culture.

Manchester has an illustrious musical history, known for its legendary artists and iconic venues, which has influenced the global musical landscape and continues to inspire the city's thriving music scene to this day. The city prides itself on doing things differently - the famous haircuts, the mad music, the vibrant fashion as well as the stylish football. This is what makes Manchester so unique.

The new Manchester City Third Kit celebrates the rich music and fashion culture of the city by creating a bespoke paisley pattern that features details of the club's crest. The pattern is synonymous with artists from the 'Mod' and the 'Brit Pop' eras of the 1990's and was a staple of youth fashion in the 1960's, influencing fashion and music culture in Manchester for generations.

"For the City Third Kit we looked at cultural influences from Manchester that have impacted the world. Manchester is a city recognized globally for its football and its music scene, so for this special jersey we have designed a one-off, exclusive paisley pattern on the jersey. For the design we have utilized the rose and the three rivers from the club's crest to create this unique jersey at the junction of football, music and fashion," said David Bremond, Head of Product Line Management Teamsport Licensed at PUMA.

To support the launch of the new kit, City supporters Tom Ogden and Joe Donovan from The Blossoms, an indie pop band from Stockport in Greater Manchester, took part in a photo shoot led by celebrated photographer and fellow fan Kevin Cummins whose iconic work has documented the greatest moments of Manchester's musical past.

Tom Ogden, singer for The Blossoms, said: "I've never seen a kit like this before, it's different and I think it's really smart. Manchester is obviously proud of its music scene and it's good to showcase that and give this kit a story behind it. There's always been an affinity between Manchester bands and

Manchester football and after last year's Hacienda inspired kit it's great to see another nod to the Manchester music scene."

The new Manchester City Third Jersey features an all over bespoke paisley pattern printed tone on tone within the whisper white jersey. The kit is completed with navy blue shorts and whisper white socks. This new jersey echoes the Home Kit and Away Kit with further inspiration taken from the city of Manchester and its history, as PUMA continues to craft kits through the lens of culture and celebrate the uniqueness of the city.

The new Manchester City Third Kit will be available from August 27th at PUMA.com, ManCity.com and at select retailers worldwide.

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