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## **PRESS RELEASE**



# **MANCHESTER CALLING: PUMA & MANCHESTER CITY LAUNCH THE 24/25 HOME KIT INSPIRED BY THE 0161 DIALLING CODE.**

**Herzogenaurach, Germany, 16<sup>th</sup> May, 2024** — Global sports company PUMA and Manchester City, have today revealed the brand-new Home kit for the 24/25 season. Designed with Manchester in its fabric, the sky-blue kit features threads of 0161 in the trim – a reference to the Club’s Mancunian roots.

Manchester’s 0161 is more than a dialling code. You’ll see it written on lampposts, printed on t-shirts, and even tattooed on people. It’s a sense of what being Mancunian is all about – a sense of location, no matter where you are in the world.

This season, 0161 can be seen woven into the eye-catching trims of the 24/25 Home kit and the world is invited to wear it, experience it, and feel it. From East Manchester to Istanbul, Northern Quarter to Norway, Moss Side to the other side of the world.

*Serena Gosling, Director of Integrated Fan Experience and Retail & Licensing, Manchester City* said: “Every year our kits provide us with an opportunity to connect with our fans in Manchester, the UK and globally, as shirts and wider kit collections, are an increasingly popular token of fandom. By incorporating ‘0161’ in this year’s Home kit - something that resonates so strongly with the City of Manchester - we’re able to connect fans around the world with the club and our city in a different way.”

“We’re also pleased that all of our Replica shirts are made using PUMA’s RE:FIBRE initiative, as we continue to work towards a more sustainable future together.”

To celebrate the launch of the new Manchester City Home kit and the creativity and culture of Manchester, the new launch video featured Mancunian rapper Mikey Taylor (Tays) who wrote and performed the soundtrack for the MCR 0161 Home kit launch film.

Speaking about his involvement in the launch, Tays said “As a City fan, it is a dream come true to write and perform a track for the launch of the new Manchester City 24/25 Home kit, celebrating 0161 and what it is to be Mancunian. I love how it’s in the design of the shirt – it’s fresh, but still reflects what it means to be City. I hope fans around the world connect with the track, and I can’t wait to see the team walk out in this kit.”

*Marco Mueller, PUMA’s Senior Head of Product Line Management Teamsport Apparel*, said “This kit personifies exactly what it means to be a Mancunian and a Manchester City fan. This is our 6<sup>th</sup> Home jersey with Manchester City and we’re proud to showcase what it means to be Mancunian through the design of the shirt. Whether you’re a fan from Manchester or a fan from around the world, they all share the same love and affection for this team, and we want to celebrate that.”

*Marco* continued, “For the first time from the start of the 24/25 season our Club Replica jerseys are made using the RE:FIBRE initiative, this will feature 35 clubs and more than three million garments made from RE:FIBRE creating a more circular and sustainable way of producing football jerseys.”

The RE:FIBRE process focuses on textile waste as the primary source of material to create new textiles. The recycled material can be used for recycling again and again without losing quality – making RE:FIBRE a more long-term solution for recycling polyester textile waste.

With Manchester in its fabric, the new Home jersey is available in both Replica and Authentic versions featuring cutting-edge technology to provide maximum comfort and the highest performance on the pitch.

Designed for the fans, the Replica jersey pairs that same match-worn look with dry-CELL sweat-wicking technology designed to keep those in the stands dry and comfortable, even on the tensest of matchdays. Ideal for both game day and everyday wear, the Replica jersey is made from PUMA's innovative RE:FIBRE recycling technology and contains at least 95% recycled textile waste, the jersey is as much a fashion statement as it is a symbol of next-level performance.

The Authentic jersey, to be worn by the likes of Jack Grealish, Kyle Walker and Alex Greenwood on the pitch, and by fans around the world, is made with PUMA's ULTRAWEAVE fabric, which reduces weight and friction, and features an athletic fit for elite-level performance.

In addition, gamers around the globe will get a look at the new Manchester City kit in the hugely popular game, Fortnite, and its gamer-built Creator Worlds. In a first of its kind campaign, PUMA and Manchester City identified some of the most popular creator-led games on the platform and are integrating limited-time, bespoke kit reveal experiences into their lobbies.

All five of the selected games – including the most popular on the platform GO GOATED! – will launch the digital kit integrations alongside the global kit reveal. Players can also find the digital kits in Atlas Hiding Game, 2v2 Realistics, Chess, Ultimate Hide & Seek and Easy Obby.

The Manchester City Home kit lands at PUMA stores, PUMA .com, the City store at the Etihad Stadium Store, mancity.com/shop and at select retailers worldwide from 16<sup>th</sup> May.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.