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## **PRESS RELEASE**



# **PUMA AND MANCHESTER CITY IGNITE THE YEAR OF THE WOOD DRAGON WITH SPECIAL EDITION KIT AND COLLECTION**

**Herzogenaurach, Germany, January 18<sup>th</sup>, 2024** — Global sports brand PUMA and Manchester City have unveiled a special edition capsule collection in celebration of the Year of the Wood Dragon. This special release, blending 20 years of the Etihad Stadium's rich history with the vibrancy of Chinese culture, ensures Cityzens globally celebrate in style.

The centrepiece of the collection, a bespoke jersey, features hand-drawn, wood-carved illustrations that artfully intertwine the strength of the Wood Dragon with the architectural splendour of the Etihad's iconic turrets. It's more than a jersey; it's an emblem of progress, success, and auspicious beginnings, igniting a passion for Cityzens everywhere.

*Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel, said, "In designing this collection, we've paid homage to the iconic symbols of strength and endurance*

that resonate with Manchester City fans — the dragon and the famous Etihad turrets. Our aim was to create a design that fans would wear with pride, reflecting their unwavering support and the cultural richness that the Year of the Wood Dragon brings to the community."

Echoing this sentiment, Serena Gosling, Director of Retail & Licensing, stated, "Manchester City has a large and growing global community of fans who love to show their passion for the club by wearing our products. - Following the success of our recent kits, we are excited to launch another bespoke collection kit that blends innovation and tradition. We hope our fans across the world enjoy the Year of the Dragon shirt and the accompanying apparel range."

The collection, which includes the dragon-inspired jersey, jacket, track pants, and t-shirt, is adorned with metallic details and the dragon motif that wraps around the club crest. Each piece in the collection carries the dragon iconography, symbolizing the power and fluidity that are hallmarks of both the legendary creature and the football club.

The 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 similarly 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.

The Manchester City Year of the Dragon Collection lands at PUMA stores, PUMA .com, the City store at the Etihad Stadium Store, [mancity.com/shop](http://mancity.com/shop) and at select retailers worldwide from January 18<sup>th</sup>.

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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.

