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PRESS RELEASE



MADE WITH MILANISMO: PUMA & AC MILAN CELEBRATE THE LEGACY OF THE ROSSONERI WITH THE LAUNCH OF 2024/25 HOME KIT

Herzogenaurach, Germany, 23rd May, 2024 — Global sports company PUMA and AC Milan have today unveiled the Club's Home kit for the 2024/25 season, seamlessly bringing together the history of the Rossoneri with the future of kit design.

From the home of timeless fashion, nothing says football heritage like the red and black stripes of AC Milan, synonymous with success, passion, and style – from the turf to the streets since 1899.

Where red meets black, football meets family, with the classic colors portraying a visual representation of the human genome – the essence of the Milanismo. It represents the passion that flows like blood through the veins of fans, a tradition passed on through generations, and donned by some of the greatest to ever play the game.

The classic style of the new jersey, with its red and black stripes and white details, is a nod to the 125 years of history of the Club, also celebrated through a dedicated patch on the back of the jersey – which will be present in all PUMA kits this season. PUMA's design ethos contained within this kit embodies a fusion of heritage and modernity, creating a kit that is not only iconic but also a testament to AC Milan's enduring legacy. A defining feature of this new kit is the inscription "Social Club Institution" on the inner collar, symbolizing the Club's steadfast dedication to social issues and underscoring AC Milan's role as a social and cultural institution committed to fostering positive societal change, in line with its values.

Maikel Oetle, Chief Commercial Officer of AC Milan, commented: "AC Milan's new Home kit is a testament to our rich heritage and the enduring legacy of Milanismo, which is able to bring together over 500 million fans across the globe. This jersey truly embodies the spirit of passion, dedication, and innovation that defines our Club. We are proud to unveil this special kit, which symbolizes our commitment not only to football excellence but also to our role as a social and cultural institution."

Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel, added, "AC Milan is more than a club – it's a symbol of performance at the highest level which we want to combine with performance innovation, design, and technology. With classic colors and a visual representation of the human genome, it celebrates how love for AC Milan has been passed on through generations, Made with Milanismo, from Milan to the world."

Marco continued, "For the first time from the start of the 2024/25 season our Club Replica jerseys are made using our 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.

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 sporting excellence and sustainability– all of significant importance to the Milan faithful.

Maikel Oetle, Chief Commercial Officer of AC Milan also shared a comment on the RE:FIBRE initiative: “By embracing initiatives like RE:FIBRE, AC Milan strives to build a brighter future for the next generation of football fans, emphasizing the importance of sustainability and our values on a global stage.”

The Authentic jersey is what that story will be told in, to be worn by the players on the pitch of the San Siro, and by fans around the world, made with PUMA’s ULTRAWEAVE fabric, which reduces weight and friction, and features an athletic fit for elite-level performance.

The new 2024/25 AC Milan Home kit will make its debut on the pitch during the final Home match of the season at the San Siro against Salernitana and will also be worn by the men’s First Team during their friendly game against AS Roma in Perth, Australia on the 31st May.

The 2024/25 AC Milan Home kit will be available from 23rd May at PUMA stores and on PUMA.com and in all AC Milan Official Stores, on store.milan.com and at select retailers worldwide.

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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.