

PRESS RELEASE



CLASSIC AZZURRI. INTRODUCING THE 2022 ITALY HOME KIT CELEBRATING GENERATIONS OF ITALIAN FOOTBALL HISTORY

Herzogenaurach, Germany, May 30th, 2022 — Global sports company PUMA has today launched the 2022 Italy Home kit that brings a bold, modern take on retro vibes and football nostalgia. The new jersey puts a fresh spin on all things classic. Classic Italy teams, classic Italy matches and classic Italy jerseys, paying tribute to the history of the national team.

In 2022, PUMA celebrates the legacy of Italian blue shirts and brilliant football. Featuring gold accents, retro fonts and proud references to the triumphs and iconography of past generations of stylish jerseys and beautiful football. The new Italy Home jersey is split into quarters to honor four generations of iconic Italian teams. It all started with back-to-back victories in 1934 and 1938, a rejuvenation in 1982 and a special victory in 2006.

“Football jerseys are a part of Italian culture. The style, the fashion, the history are staples of an Italy jersey,” said Marco Mueller, Senior Head of Product Line Management Teamsport Apparel. “The love for details is important. The aim was to develop a stylish jersey that connects different generations of Italians and pays tribute to the amazing history of Italian football and the passion Italy has for the beautiful game.”

“This jersey will be the last one I take to the pitch wearing while representing Italy. I am proud to be able to walk out at Wembley Stadium wearing the blue of Italy one final time,” said Giorgio Chiellini, Italy Captain. “This jersey will be forever in my heart. As always, I will do my best to honor it.”

“The new jersey honors generations of Italian football and we hope to achieve future success with this special jersey in our international adventures,” said Sara Gama, Italy Women’s Captain. “We will wear this jersey with pride and hope that all Italians keep dreaming with us.”

The new jersey arrives in two iterations. The authentic jersey features ULTRAWEAVE performance fabric and dryCELL sweat-wicking technology, making the jersey the lightest and most comfortable PUMA has ever made. The replica jersey is made with 100% recycled polyester with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch or place.

The new Home kit will debut on pitch when the Italy men’s national team take on Argentina on June 1st at Wembley Stadium.

Celebrate generations of Italian football history with the new Italy Home kit available from May 30th at PUMA.com, PUMA stores and leading retailers worldwide. The new kit will be worn by the men’s, women’s, and youth teams.

###

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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. <https://about.puma.com/>