



PRESS RELEASE

PUMA AND AC MILAN PRESENT THE NEW AC MILAN THIRD KIT INSPIRED BY ITALIAN HIGH-END FASHION

Herzogenaurach, Germany – August 17, 2020 - Sports company PUMA and AC Milan have today unveiled the new AC Milan Third Kit to be worn by the men's, women's and youth teams for the 2020/21 season. The Third Kit is inspired by the trail blazing designs of Milan's Alta Moda.

Milan is the fashion capital of Italy and is regarded as one of the fashion capitals of the world – a symbol of luxury, sophistication and quality. Milan is rich with culture, a true cosmopolitan city with style at the core of the city's DNA. To celebrate Milanese and Italian high-end fashion PUMA have created a unique AC Milan Third Kit by integrating a pattern synonymous with tailoring; the iconic Houndstooth pattern into the jersey's design.

The Houndstooth pattern is characterized by an almost checked appearance, made up of a repeating geometric block. The pattern originated in Scotland and traditionally utilizes dark and light alternating checks. The pattern quickly became a staple pattern in wool suiting and outerwear and became a pattern frequently utilized in Italian high-end fashion. To include a Milan specific detail, PUMA have rotated the original Houndstooth pattern 45 degrees to showcase the 'M' in the patterns design.

David Bremond, Head of Product Line Management Teamsport at PUMA said: "The AC Milan Third Kit is a continuation of our crafted by culture theme. We looked at how the city and the culture of Milan influences the world. Milan being the capital of fashion made it a logical choice to take our inspiration from such a strong cultural influence. This is the reason why we wanted to bring to life a classic pattern to celebrate the city's culture through the lens of fashion. Never before have Milan had a kit using this fashionable color palette and for the first time ever, we have integrated an Alta Moda pattern into an AC Milan jersey."

Casper Stylsvig, Chief Revenue Officer of AC Milan said: "Milan is a hub of elegance. Whether it be architecture, design, art, or fashion, there are very few that could compete with the city. Playing on the architectural brilliance of Milan for the Home Kit, we wanted to source inspiration from the fashion capital for our Third Kit this season, as a huge part of the city's global identity. The result was a decidedly

innovative shirt that immediately met our taste and a colorway that will not only appeal to our AC Milan fan base but to the masses. A beautiful, rich product that showcases the beauty of the Milanese lifestyle and culture to an International audience."

The new AC Milan Third Jersey is a rich teal color with the Houndstooth pattern printed tone on tone onto the bottom half of the jersey, complimented by teal shorts and socks to finish off the look.

The new jersey is equipped with PUMA's thermoregulation technology which provides an improved moisture management system to maintain the perfect body temperature. Combined with laser-cut perforation on the front and engineered jacquard at the back, the jersey offers the latest in fit and mobility for optimal performance.

The new AC Milan Third Kit is available from August 17th at PUMA.com, PUMA stores, AC Milan official stores, store.milan.com and at select retailers worldwide.

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Media Contact:

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

AC Milan Press Office _press@acmilan.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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

AC MILAN

Associazione Calcio Milan, more commonly referred to as AC Milan, is a professional football club in Milan, Italy, founded in 1899. Seven-time European champions AC Milan are one of the most successful football clubs in world football. AC Milan's 18 FIFA and UEFA trophies are the fourth-highest out of any club worldwide, and the most out of any Italian club. The club's domestic honours include 18 league titles, making the club the joint-second most successful club in the history of Serie A. Also known as i Rossoneri, Milan's home games are played at the San Siro. The stadium is the largest in Italian football. The club's iconic black-and-red striped kit has been worn by some of the greatest players in the world and is widely recognised by football fans all over the globe.