



## **PRESS RELEASE**

# **PUMA AND MANCHESTER CITY LAUNCH GROUNDBREAKING AI FOOTBALL KIT DESIGN PLATFORM FOR FANS, WITH WINNING ENTRY TO BE WORN ON-PITCH**

**Herzogenaurach, Germany, 9<sup>th</sup> December, 2024** — Global sports company PUMA, in collaboration with Manchester City, has today launched an innovative AI kit design platform, giving City fans the unique opportunity to design the club's official Third kit for the 2026/27 season.

In a first-of-its-kind, the new PUMA AI Creator tool is powered by DEEPOBJECTS, a leading co-creation platform that leverages generative AI to allow fans to design their dream PUMA Manchester City kits using text prompting, customization tools and intuitive sliders. By placing the tool in their hands, fans are invited to channel their passion and originality to create bold patterns and unique kit designs.

The winning AI design will be worn by City stars on-pitch and sold to fans, in a groundbreaking first for a professional football club.

Upon signing up, fans will get 15 free Design Credits and 2 Entries with the ability to unlock more Credits and Entries through rating other fan designs or being registered as Cityzens or PUMA NFT Holders.

Fans can submit designs to the competition until 20<sup>th</sup> December when, along with the fan ratings, PUMA and Manchester City kit experts will shortlist their top ten designs.

Public voting will then open in January, as fans will be asked to vote for the kit they want to see on-pitch as Manchester City's Official Third kit for the 2026/27 season. PUMA AI Creator is one of the ways we see emerging technology bringing fans closer to the game they love," said *Ivan Dashkov, Head of Emerging Marketing Tech at PUMA*.

"As Manchester City continues to be one of the most successful renowned football clubs globally, both on and off the pitch, and they have been the perfect partner for PUMA to work with to introduce this groundbreaking AI platform. Together, we are intentionally creating innovative and inclusive ways to engage with fans. PUMA AI Creator is a creative outlet that anyone can use – regardless of their past design experience, location, or background – to make a huge cultural impact, in this case designing the official 2026/27 Third kit for Manchester City.

*Nuria Tarre, Chief Marketing & Fan Experience Officer for City Football Group* said: "Through the power of AI, we are delighted to offer fans this special opportunity to be a part of Manchester City history and design a kit that could one day be worn by their heroes on the pitch. Each City kit plays a fundamental role in connecting fans around the world to our club and we're excited to see how they engage with this truly unique initiative."

"Our enthusiasm for creating innovative and unique fan experiences is shared by PUMA, who continue to work with us to create memorable kits that represent our City, our club and our fans."

PUMA AI Creator was first used by City players Ederson, Stefan Ortega and Rico Lewis who together designed a bespoke goalkeeper kit, the first-ever AI manufactured football kit to be worn on pitch, creatively inspired by the net of a football goal. The goalkeeper kit will be available for sale in limited quantities and will be seen on-pitch later this season.

PUMA AI Creator officially launches on Monday 9<sup>th</sup> December and will be open for fans to submit kit designs until Friday 20<sup>th</sup> December. The top ten designs will then be unveiled for voting in January.

PUMA AI Creator can be accessed via [www.aicreator.puma.com](http://www.aicreator.puma.com)

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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.

## **MANCHESTER CITY FOOTBALL CLUB**

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Manchester City FC was initially founded in 1880 as St Mark's West Gorton and officially became Manchester City FC in 1894. Situated on the wider Etihad Campus, the Club's footprint includes the 53,500 capacity Etihad Stadium, the 7,000 capacity Joie Stadium and City Football Academy, a state-of-the-art performance, training and youth development facility home to the Club's men's, women's and academy teams. Ranked as the Most Valuable Football Club Brand in the Premier League by Brand Finance, Manchester City FC is currently developing a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Campus. The Club is committed to operating in a sustainable and socially responsible manner and ensures that equality, diversity and inclusion is embedded into its decision-making processes, culture and practices.