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## **PRESS RELEASE**



# **WELCOME TO DREAMLAND: PUMA, AC MILAN, AND OFF-WHITE™ UNVEIL BOLD KITS CELEBRATING UNITY AND PROGRESS**

**Herzogenaurach, Germany, February 14<sup>th</sup>, 2025** — PUMA, AC Milan, and Off-White™ are proud to unveil the highly anticipated AC Milan x Off-White™ 2025 kit, a seamless fusion of football, fashion, and innovation.

The collaboration is more than just a meeting of football and fashion, it is a celebration of the transformative power of dreams. It honors the ability of dreams to unite and inspire, transcending sport to create a cultural moment, exemplified by the partnership with Off-White™, which signifies their *first-ever kit design to be worn on the pitch*.

At the heart of this exclusive collection lies the concept of Dreamland, embodying a rich tapestry of values and symbolism. The number 63, printed on the inner collar of the jersey, serves as a powerful emblem of dreams. Dreams of victory and sporting success for a football

club, as AC Milan claimed its first European Cup triumph in 1963, and dreams of progress, inspired by Martin Luther King Jr.'s iconic "I Have a Dream" speech from the same year. The speech remains a timeless call for social justice and equality, a vision shared by PUMA, AC Milan and Off White™, with the three brands celebrating a shared belief in the transformative power of dreams, offering a powerful reminder of the endless possibilities that dreams inspire.

The new kit, beautifully designed by PUMA and Off White™, comes in two striking colorways, both infused with Pan-African colors to celebrate black excellence and symbolize unity and progress. The first jersey features a black base color that beautifully fades into a power green colorway at the bottom of the jersey with sizzle yellow logos and red detailing on the black collar and the jersey cuffs. The alternative jersey features a red base that fades into a power green color with a monochrome AC Milan crest, collar and cuffs with sizzle yellow details.

Both designs are reimagined with signature Off White™ touches, including the iconic Off White™ zip tie on both the Authentic and Replica editions of the jerseys. Players surnames feature quotation marks on the back, and the word 'Diavoli' – a nod to AC Milan's historic nickname is incorporated on the badge on the front.

Featuring subtle yet powerful design elements, the kit embodies the idea that change is unstoppable, and progress is continuous. The jerseys represent the notion 'Unity is Strength' by featuring the Off White™ all over print modified to connect the arrows to create unity. The collection launches in February which coincides with Black History month, further elevating the importance of celebrating black culture and excellence.

*Maria Valdes, Chief Product Officer at PUMA, said: "This partnership celebrates not only AC Milan's footballing heritage but also the power of dreams and progress. We are honored to work with Off-White™ to bring this special kit to life, blending performance, fashion and culture into something truly bespoke." This kit is a tribute to AC Milan's legacy and a celebration of the progress we continue to make both on and off the pitch."*

*Maikel Oetle, Chief Commercial Officer of AC Milan, commented: "This collaboration represents a milestone for AC Milan, bringing together football, fashion, and values in a way that is both bold and meaningful. Partnering with Off White™ on their first-ever playing kit alongside PUMA allows us to create something truly unique, perfectly aligning with AC Milan's legacy and vision for the future. Building on the success of our Fourth kit strategy with PUMA, this project reaffirms our dedication to pushing creative boundaries and connecting with fans in innovative ways. We are proud to celebrate this cultural moment and bring the transformative power of dreams to life."*

*Cristiano Fagnani, CEO at Off-White™*, said “The collaboration between Off-White™, AC Milan, and PUMA is not just a tribute to style and innovation but also an opportunity to celebrate the cultural legacy and influence of the black community in sports and fashion. During Black History Month, this Fourth kit becomes a symbol of connection, identity, and pride, uniting past, present, and future through the universal language of football and streetwear. More than just a kit, it represents a statement of diversity, inclusion, inspiring the next generation on and off the pitch.”

The concept of Dreamland extends into the digital realm, inviting fans worldwide to immerse themselves in the concept through unique activations in Rocket League and Fortnite. In Rocket League, the jersey design has been transformed into exclusive car decals and wheels, that are set to debut in the popular sports-action game starting 21<sup>st</sup> February. Meanwhile, Fortnite features a custom island inspired by the collection, where players can explore, interact, and fully experience the essence of the new kits.

To mark the occasion, a launch event, hosted in Milan last night, brought together art, culture, and entertainment, showcasing the shared values and creativity behind the kits. VIP guests, fans, and community members were invited to explore the collaboration’s theme of Dreamland, reinforcing the cultural impact of this project.

The AC Milan x Off-White™ collection includes both Authentic and Replica jerseys, each engineered for top-level performance and made with sustainable practices. The Authentic Jersey, worn by the players, is made from PUMA's ULTRAWEAVE fabric to reduce weight and friction, ensuring elite-level performance. It also incorporates dryCELL sweat-wicking technology to keep players and fans dry.

The Replica Jersey mirrors the design of the Authentic version, offering a more relaxed fit with dryCELL technology and RE:FIBRE, made with at least 95% recycled textile waste and other sustainable materials.

Both versions of the kit reflect PUMA’s dedication to sustainability. The Authentic Jersey is crafted from 100% recycled materials (excluding trims and decorations), while the Replica Jersey incorporates PUMA’s RE:FIBRE technology, furthering the brand’s commitment to a circular production process.

The AC Milan x Off-White™ kit will make its debut on the pitch when AC Milan take on Hellas Verona in their Serie A fixture on the 16<sup>th</sup> February, with the team wearing the black version and

the goalkeeper sporting the red version. The red version will then be worn in the match by the outfield players against Lazio, with the goalkeeper donning the black version, showcasing both striking colorways across the two games. AC Milan's women's First Team will also wear this special kit in an upcoming match, with the outfield players wearing the red jersey and the goalkeeper in the black jersey.

The AC Milan x Off-White™ is available at PUMA stores, PUMA.com, the AC Milan Official Stores, store.milan.com, and select retailers worldwide from the 14<sup>th</sup> February.

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\*In line with the Fortnite Island Creator Rules, this is not sponsored, endorsed, or administered by Epic Games, Inc.

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