



PRESS RELEASE



PUMA CAPTURE THAT MILAN TOUCH WITH THE NEW AC MILAN THIRD KIT INSPIRED BY MILANESE STYLE AND THE FLAG OF MILAN

Herzogenaurach, Germany, August 23rd, 2022 — PUMA has today unveiled the stylish new AC Milan Third kit for the 2022/23 season to be worn by the men's, women's and youth teams in their respective competitions.

The new Third kit is made for those who stand out and never hold back. Inspired by the city of Milan, the Rossoneri blend brilliant football and effortless style together like no other team. The new olive-green jersey features a tonal graphic of the flag of Milan and features a unique monochromatic version of the AC Milan club crest. The jersey integrates subtle yellow accents and finishes to compliment the inherent Milanese style.

“Milan is an immensely proud city steeped in culture and style. We wanted to do something very different and unique with the new Third jersey by utilizing a new trend driven color to match the forward-thinking fashion of Milan,” commented Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel. “Another key aspect of the kit is the integration of the flag of Milan that has been placed in the center of the jersey as a tonal graphic to honor the passion and pride of the Milanese people.”

Casper Stylsvig, Chief Revenue Officer of AC Milan, commented: “We are truly excited to release our Third kit today, which, thanks to the fantastic work of our partner PUMA, combines our heritage and our innovative spirit. By reinterpreting some of the city’s symbols in a modern style, we believe we have been able to create a unique product, which can be worn both on and off the football pitch.”

The new Third kit embraces the strategic direction undertaken by AC Milan and PUMA, with the two brands utilizing the style, fashion, and culture of Milan to develop performance and off-pitch fashionable products that tap into the unique Milanese style. A direction that transpires from the official photoshoot of the campaign, which features local Milanese talent, creatives and players from the AC Milan men’s and women’s teams as part of a stylish and elegant ensemble.

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 version is made with 100% recycled polyester and equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch or place. Both the Authentic and Replica jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

Celebrate Milanese style with the 2022/23 AC Milan Third kit, available from August 23rd at PUMA stores, PUMA .com, at the AC Milan store at the AC Milan Stadium and acmilan.com/shop and at select retailers worldwide.

The new Third kit will debut on Saturday 23rd August, when the men’s team take on Bologna at the San Siro Stadium in the third matchday of the 2022/23 Serie A season.

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