

PRODUCT BRIEF



FROM THE TERRACES TO THE STREETS PUMA PRESENTS THE MADCHESTER COLLECTION

Herzogenaurach, Germany – July 8, 2021 – Global sports company PUMA has today unveiled the eclectic Madchester collection inspired by the generation-defining indie-dance scene that put Manchester on the map and took the world by storm.

The Madchester collection includes a custom MCFC x MDCR Graphic Jersey, MCFC x MDCR Graphic and Logo Tees, as well as MCFC x MDCR Crews, Hoodies, Jacket, Shorts and Pants.

Made in Madchester, from the terraces to the dance floors, from basement raves to guitar riffs and bucket hats, the new Manchester City x PUMA collection pays tribute to the late 80s early 90s Manchester music scene that remains iconic to this day.

As much as it does today, the city's thriving music scene served as an inclusive melting pot that attracted followers from far and wide. A 24-hour party, celebrating what makes Manchester the greatest city on the planet – the people that embrace it.

The Madchester collection will be available from 8th July at PUMA.com, mancity.com/shop and JD Sports.

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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/>