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## **PRESS RELEASE**



# **ELEGANCE IN MOTION: PUMA & AC MILAN UNVEIL THE 24/25 AWAY KIT WITH EPIC ON-PITCH DEBUT AT YANKEE STADIUM**

**Herzogenaurach, Germany, 28<sup>th</sup> July, 2024** — Global sports company PUMA and AC Milan have today officially unveiled today the Club's Away kit for the 2024/25 season, merging timeless sophistication with modern design to embody the essence of Milanismo.

The new Away kit was showcased for the first-time last night at Yankee Stadium, where AC Milan played a friendly game against Manchester City. In an epic first for AC Milan, the team wore their Home kit in the first half and then surprised fans by switching to the new Away kit for the second half, marking its debut and the first time the Club has unveiled a kit in this way.

Details make all the difference in the 24/25 AC Milan Away kit. The classic white Away kit combined with a red-and-black polo collar and monochromatic crest personifies the spirit of success and casual sophistication of a team synonymous with the beautiful game. A tonal

pinstripe pattern adds a historic touch, honouring AC Milan's origins as the Milan Football and Cricket Club.

*Maikel Oetle, Chief Commercial Officer of AC Milan*, commented: "As we unveil our new Away kit for the 2024/25 season in such an innovative manner, showcasing it first on the pitch at Yankee Stadium, we continue to push the boundaries of how we connect with our fans and communities. This kit not only represents the elegance and innovation that define our Club, but also serves as a testament to our ongoing commitment to our fans and community. Our partnership with PUMA allows us to honour our rich legacy while actively giving back to the community through initiatives like the 'City and Milan for Change' project, reinforcing the values that define our Club."

*Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel*, added: "This Away kit is a testament to AC Milan's enduring legacy and the sophistication that the Club embodies. We wanted to create a jersey that not only pays tribute the rich history of AC Milan and their origins, but also incorporates cutting-edge performance technology. We are proud to support AC Milan's journey with a kit that combines elegance with innovation."

The 24/25 Away kit is available in both Authentic and Replica versions. The Authentic jersey, worn by the players, is crafted with PUMA's ULTRAWEAVE fabric, designed to reduce weight and friction, ensuring elite-level performance. The Replica jersey offers the same striking design with a more relaxed fit, perfect for both game days and everyday wear. Both versions incorporate PUMA's dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

Reflecting PUMA's commitment to sustainability, the Replica jerseys are made using the RE:FIBRE initiative, utilizing recycled textile waste to create new materials without compromising quality. Containing at least 95% recycled textile waste and other used polyester materials, this initiative represents a significant step towards a more circular and sustainable production process for football jerseys.

The launch of the Away kit is part of the broader "City and Milan for Change" initiative, a collaborative effort by AC Milan and Manchester City, supported by PUMA. The initiative focuses on giving back to the New York Community through various activities surrounding last night's fixture. One highlight was a special joint community event in New Jersey on 26<sup>th</sup> July, which brought together over 60 boys and girls from the Success Academy Charter Schools Soccer Program, actively supported by Fondazione Milan since 2021, and children from the City in the Community (CITC) Soccerbloc program in Staten Island. The event featured participation from legends of both Clubs, making it a memorable occasion for all involved.

To mark the launch of the new Away kit, AC Milan and PUMA will host an exclusive “House of Milan” event on the 28<sup>th</sup> July in Manhattan. The event will bring together stakeholders and VIP guests to celebrate the new kit in a fashion-forward manner.

The AC Milan Away kit is available from PUMA stores, PUMA.com, the AC Milan Official Stores, store.milan.com, and select retailers worldwide from the 28<sup>th</sup> July.

**MEDIA CONTACT:**

**Luke Haidarovic – Lead Marketing Europe & Global PR & Media Teamsports – [luke.haidarovic@puma.com](mailto:luke.haidarovic@puma.com)**

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