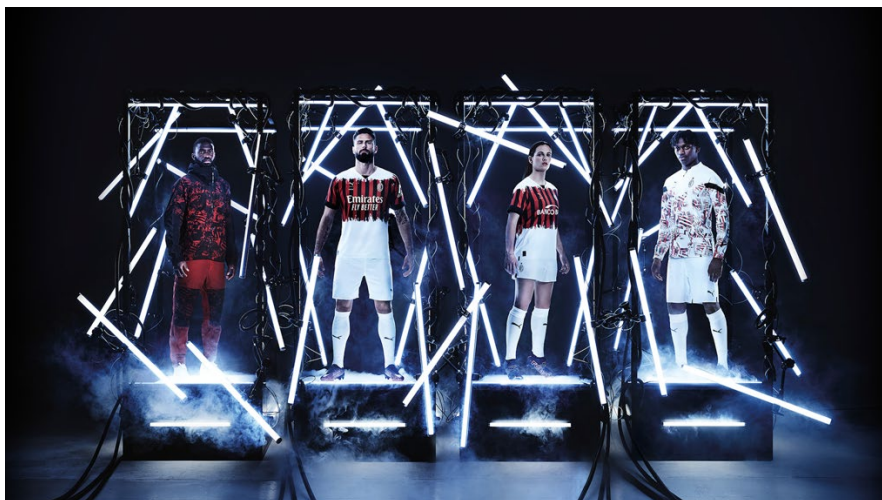




PRESS RELEASE



'MOVE LIKE MILAN'

PUMA PRESENTS AC MILAN'S NEW FOURTH KIT IN COLLABORATION WITH FASHION BRAND NEMEN

Herzogenaurach, Germany, April 1st, 2022 – Global sports company PUMA and AC Milan have today unveiled a fashion forward new collection in collaboration with leading Italian streetwear label NEMEN. The new capsule features a blend of on and off pitch styles including AC Milan's new Fourth kit – the first ever in collaboration with another fashion brand. The new kit will be worn by both the Men's and Women's teams in their upcoming Serie A fixtures against Bologna and Empoli Ladies.

Created for AC Milan, a club synonymous with style, fashion, and innovation, the new collection perfectly embodies these values by merging stylish football designs inspired by off pitch football fashion culture together with innovative football performance materials.

The collection features the AC Milan x NEMEN Authentic Jersey that has been developed from PUMA's innovative ULTRAWEAVE technology. The ultra-light engineered fabric is PUMA's lightest performance jersey ever. The material construction has a four-way stretch material

that reduces weight and friction. Made to move and made to last. The jersey also comes in a replica version. Additionally, the collection includes the AC Milan x NEMEN Anthem Jacket, along with the AC Milan x NEMEN Performance Jacket and Performance Pant.

Football style has become just as popular off pitch as it is on the pitch with football fashion becoming a staple of streetwear style. The new capsule collection embraces the energy and fashion integral in modern football culture to create something truly unique, bringing fashion to the pitch through the lens of Faster Football.

“This is a landmark for all parties involved in this special capsule, as it marks the club’s first jersey collaboration with a fashion brand,” said Heiko Desens, Global Creative Director and Innovation. “The iconic black and red stripes meet the NEMEN bespoke look and technical innovation, a brand revolutionizing technical streetwear. The collection is a beautiful combination of performance and lifestyle that goes beyond football.”

Casper Stylsvig, AC Milan Chief Revenue Officer, commented: “AC Milan prides itself on being a football club able to successfully combine a prestigious history with a truly innovative nature. Our brand goes beyond the football pitch and can also be credible in other areas. This fantastic collaboration with our partners PUMA and NEMEN gives us the opportunity to merge tradition and innovation, bringing our stylish and contemporary nature to the football pitch.”

NEMEN Studios are based in Milan known for textile innovation, creating new aesthetics and applications to push design forward. NEMEN’s founder and creative director, Leonardo Fasolo has aimed to bring the passion and Milanese iconic style to the new streetwear inspired collection.

As a life-long AC Milan fan, being presented with the opportunity to design this special collaborative Fourth kit, and a premium capsule alongside was a dream opportunity,” said Leonardo Fasolo, Founder and Creative Director of NEMEN. “We gave the classic AC Milan Rossoneri stripes a discharged NEMEN twist. For the premium kit, we wanted to give something special back to the fans. For the highly technical jacket and pants we have featured our newly developed spy-camo pattern, hand dip-dyed, in the best textiles and craftsmanship Italy has to offer. We hope they enjoy it.”

The AC Milan x NEMEN Fourth Jersey will debut on pitch when the AC Milan Women’s team face Empoli on April 3rd. The AC Milan Men’s team will wear the new kit on April 4th when they face Bologna.

The AC Milan x NEMEN capsule collection will be available from April 4th at PUMA.com, PUMA stores, at AC Milan official stores, store.milan.com and at select retailers worldwide.

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PUMA

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