



PRESS RELEASE



PUMA & MANCHESTER CITY LAUNCH THE 24/25 DEFINITELY CITY KIT IN COLLABORATION WITH NOEL GALLAGHER

Herzogenaurach, Germany, 12th September, 2024 — Global sports company PUMA and Manchester City are proud to unveil the Definitely City kit for the 24/25 season, co-designed by legendary musician and lifelong City fan, Noel Gallagher. Marking the 30th anniversary of Oasis' iconic album *Definitely Maybe*, the special-edition kit draws inspiration from the album cover that defined a generation.

The Definitely City kit will be worn exclusively in select European fixtures, encapsulating the spirit of a Club ready to rock on the biggest stages in Europe. The design features a bold aesthetic that echoes the iconic imagery of *Definitely Maybe*, paying tribute to the band and the city of Manchester.

The special-edition jersey features a light straw base colour with bold blue side panels and sleeves with subtle poppy pink detailing on the cuffs and panels of the jersey. Intricate outlines

of marine blue supersonic waves adorn the jersey, with PUMA paying tribute to the colour palette from the iconic album cover creating a jersey that is Definitely City.

The kit is part of the Definitely City collection, all designed in collaboration with Noel Gallagher. The full collection includes a Track Jacket and Pants, Overshirt, Bomber Jacket, Tee, Polo, Retro Jersey and Drill Top.

The collection was shot in a living room recreated from the Definitely Maybe album cover, with Manchester City players including Kyle Walker, Jess Park, Mateo Kovačić and Ederson joining Pep Guardiola and Noel Gallagher on set.

Speaking about his involvement in the design of the Definitely City kit, *Noel Gallagher* said: "I loved City before anything, I was into City before I was into music, I was into City before I knew what music was. Definitely Maybe is what set us on our way, the record lasting as long, you can't predict that kind of thing. It's a great working class, Mancunian record – it's real.

"When PUMA approached us at one of the games about designing a kit it took about five seconds to agree to it. It's the same colour palette as the cover of Definitely Maybe: it's unique but it's definitely striking, and I think it looks great. When you see people representing your Club, it's important that they look good.

"Definitely Maybe has never lost its magic to me, I just think it's an amazing snapshot of what we were about. With the anniversary, I've been listening to it a lot more than I would ever listen to it, it makes me smile – they were great times. It's spawned a great football kit, it's legacy lives on."

Marco Mueller, PUMA's Senior Head of Product Line Management Teamsport Apparel, added: "The 24/25 Definitely City kit is not just a piece of sportswear; it's a celebration of Manchester City's ongoing journey and a tribute to a cultural phenomenon that resonates with fans around the world. We've combined cutting-edge technology with a design that honours both the Club's heritage and the legacy of *Definitely Maybe*."

The special kit is available in both Authentic and Replica versions. The Authentic jersey features PUMA's ULTRAWEAVE fabric, designed to reduce weight and friction for elite-level performance, while the Replica jersey offers the same distinctive look with a more casual fit, ideal for fans. Both versions are equipped with PUMA's dryCELL sweat-wicking technology to ensure maximum comfort.

Reflecting PUMA's commitment to sustainability, the Replica jerseys are made using 100% recycled material, excluding trims and decorations, marking a significant step towards a more sustainable production process.

The Definitely City kit will debut on pitch on the 18th September at the Etihad Stadium when Manchester City take on Inter Milan and will be worn in select European Away fixtures for the remainder of the 24/25 season.

The Definitely City kit and collection is available from PUMA stores, PUMA.com, the City Stores (Etihad Stadium, Arndale Centre and Rockefeller Center NYC), mancity.com/shop, and select retailers worldwide from 12th September.

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