



PRESS RELEASE

PUMA TAPS GHANAIAAN DESIGNER JEFFERSON OSEI TO REIMAGINE THE GHANAIAAN NATIONAL TEAM KIT



Herzogenaurach, 6th March, 2025 – PUMA and Ghanaian designer Jefferson Osei (@papaghana) unveil a new campaign honoring Ghana's National Team Jersey, coinciding with this year's Ghanaian Independence Day.

PUMA and Osei have tapped Ghanaian painter Daniel Alum Jasper, who has created a custom print for the Ghanaian Home jersey design. Paying homage to Africa's Gold Coast, the design is a graphic expression of traditional Ghanaian symbols known as Adinkra, which represent values like understanding, cooperation, and resilience. The jersey's one-of-a-kind design also nods toward the African nation's diverse tribes: Ewe, Hausa, Asante, Fante, Dagbani, and Ga. An easter egg within the jersey's design is revealed with perspiration, as the colors of the kit begin to change, making the Adinkra symbols more pronounced as each football match progresses.

"My goal for this kit was to connect people from all Ghanaian ethnic tribes domestically and in the diaspora, to bring back the love and unite the tribes as one. My design was heavily

influenced by conversations with the players of the Black Stars, my family, the local people, and the current political climate, highlighting their desire to see a unified Ghana.”

—Jefferson Osei

The imaginative and playful campaign is a unique depiction of the ever-popular strategy game Counters Ball, which became a staple in Ghanaian schoolyards, where children played an improvised version of the game using bottle caps as playing tokens.

Alongside kits for Morocco, Egypt, Ivory Coast, and Senegal, the Ghanaian National Team jerseys originally debuted in November 2024, coinciding with the 2025 African Cup of Nations (AFCON).

PUMA's Ghanaian National Team jersey is available now from PUMA.com and PUMA flagship stores.

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PUMA

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