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## **PRESS RELEASE**



# **FRESHLY PAINTED: PUMA & KIDSUPER LAUNCH A SPECIAL COLLECTION CELEBRATING FOOTBALL, FASHION & ART**

**Herzogenaurach, Germany, June 10<sup>th</sup>, 2025** — PUMA and KidSuper have today launched the PUMA x KIDSUPER collection, a unique blend of football, fashion, and art, debuting at this summer's biggest club tournament. This collaboration brings hand-drawn graphics, watercolor palettes, and club-inspired designs to the pitch, offering a fresh artistic take on the Beautiful Game.

The special collection features fresh new kits and lifestyle apparel for Manchester City, Borussia Dortmund, FC Salzburg, Mamelodi Sundowns, Al-Hilal, Palmeiras, and Monterrey. The collection also features special edition PUMA x KidSuper FUTURE, ULTRA and KING football boots.

The PUMA x KIDSUPER collection takes football kits and boots to the next level, transforming the jerseys of PUMA clubs and PUMA's footwear into works of art.

## **Manchester City**

The Manchester City kit revisits the classic sash design with KidSuper's watercolor palette and hand-painted details. The design captures the spirit of Manchester and the excitement of the Poznań celebration, offering a fresh and artistic perspective on the beloved City kit. The outfield kit integrates a unique all-over Poznań repeated graphic, inspired by the fans and designed in collaboration with New York-based fashion designer KidSuper. The fresh white base contrasts with a black and red diagonal sash, loved by Manchester City fans across the globe since away kits of the 1970s worn by the likes of Colin Bell. A special goalkeeper kit has also been launched, in a neon sun colorway, with a black and yellow sash and all-over Poznań graphic.

## **Borussia Dortmund**

Two worlds are set to collide—Borussia Dortmund's footballing heritage and KidSuper's artistic flair. This collaboration brings together a passionate fanbase and a modern take on football's intersection with pop culture, creating a kit that honors the past while embracing KidSuper's bold design aesthetic. The classic blend of black and yellow, known by football fans around Europe, features hand-drawn graphics to create an energetic design. The collection also features a special goalkeeper kit in a pink colorway, with yellow accents. Inspired by the geometric design of a honeycomb, the painted hexagonal cells cover the shoulders of the jersey,

## **Palmeiras**

In 1914, a group of Italian immigrants founded a football team in São Paulo. Over a century later, Palmeiras continue to embody the vibrant fusion of Italian and Brazilian culture. With this kit, KidSuper honors the Club's legacy as the inaugural Club World Champions in 1951. The baroque-inspired Home kit features a leaf motif against a golden base, a nod to the Club's Copa Rio triumph and timeless status. The goalkeeper jersey features the same design but in glowing red, dark crimson and gold.

## **FC Salzburg**

Alpine beauty with a New York edge. From the PUMA x KIDSUPER collection, the FC Salzburg kit reimagines the iconic Edelweiss flower with sweeping strokes of ivory, lemon, and baby blue for the Home kit and an ultra-blue base with scotch blue and lemon details for the goalkeeper kit.

## **Mamelodi Sundowns**

Tshwane's evening sky hits different. In the PUMA x KIDSUPER collaboration, the Mamelodi Sundowns Home kit does the same – blending warm, sunlit tones with cooler shades to reflect the club's signature style. The result captures the rhythm, energy, and joy of Sundowns' football, known locally as "shoeshine and piano." The Home jersey features a yellow base with mountain blue, green and white details with the goalkeeper jersey implementing a purple base with yellow and mountain blue details.

## **Al-Hilal**

The Al-Hilal Home kit takes its cue from the Club's name – meaning the crescent moon in Arabic. KidSuper brings that symbol to life in tonal blues, with a glowing lunar graphic that reflects the quiet confidence of a team known across Asia as 'The Boss'. A shirt for the dreamers, lit by the night sky, charting a path from Saudi Arabia to San Francisco – because greatness never stays in one place. The goalkeeper jersey switches things up with an alpine snow base with blue and navy details.

## **Monterrey**

Monterrey's kit is bold, with geometric patterns that celebrate the Club's rich history while embracing modernity, bringing the spirit of northern Mexico to the international stage. The white base features hand painted mountain regions with navy accents to create a vibrant and beautiful piece of art. The goalkeeper kit takes a pink base and integrates white and navy detailing to make sure it stands out from the crowd.

*Colm Dillane aka KidSuper*, said: "I've always wanted to merge the worlds of art and football, and with PUMA, we're doing just that. This collection is about more than just the game. It's about expressing yourself, taking risks, and standing out. Whether on the pitch or off, football is an art form, and this collection shows that."

The jerseys are available in both Authentic and Replica versions. The Authentic Jersey, worn by the players, is crafted with PUMA's ULTRAWEAVE fabric, which reduces weight and friction for elite-level performance. The Replica Jersey offers the same striking look with a more relaxed fit, perfect for both match days and everyday wear. Both versions incorporate PUMA's dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

As part of 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.

Alongside the kits, the PUMA x KIDSUPER collection features special edition football boots: the FUTURE, ULTRA, and KING. Designed to elevate the game, these boots incorporate PUMA's performance technology with KidSuper's bold and distinctive style, blending high performance with visual artistry.

Each boot is an artistic creation, designed for the modern athlete who wants to stand out on and off the pitch. With FUTURE boots made for creativity, ULTRA boots designed for speed and lethal finishing, and the KING boots offering legendary control and comfort, these boots embody KidSuper's signature artistic expression. Their vivid, hand-painted graphics are a true representation of the artistic energy of the collaboration, making each pair a statement of style, innovation, and football culture.

Each team's collection includes a KIDSUPER Retro Shirt, KIDSUPER Graphic Tee, KIDSUPER Short, Pant and Reversible jacket.

The PUMA x KIDSUPER collection is available from June 10<sup>th</sup> at PUMA.com, PUMA stores, Club Official Stores, and select retailers worldwide.

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## **PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling, and marketing footwear, apparel, and accessories. For more than 75 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.