



PRESS RELEASE



PUMA & AC MILAN UNVEIL DEVILISH NEW AWAY KIT FOR THE 2025/26 SEASON

Herzogenaurach, Germany, 3rd July, 2025 —PUMA and AC Milan have today unveiled their new Away kit for the 2025/26 season featuring a devilish design paying tribute to the rich history and culture of the Rossoneri.

The jersey reimagines a timeless classic: a clean white base - a staple of AC Milan's Away kits - elevated by dynamic red and black accents. This new design pairs heritage with innovation, featuring one of the Rossoneri's most iconic symbols: the Diavolello.

First introduced in the 1980s, the iconic Diavolello emblem returns to inspire a kit made for those who carry the AC Milan legacy not only on their shirt but in their soul.

A symbol of passion and pride, the devil has become a distinctive feature of the Club, instantly recognizable to fans around the world. With this new Away kit, PUMA has brought back a classic look and feel, adding a modern twist to celebrate both the history and future of AC Milan and create one hell of a kit.

Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel, said: "This season we really delved into the history and the iconic emblems and symbols of AC Milan, one of the most famous and stylish Clubs in the world. White Away kits are synonymous with AC Milan so this year we wanted mix things up and really tap into the devilish theme and the iconic Diavolelto emblem which really brought new life to the kit. The pairing of the white base with the black and red detailing really helped elevate the jersey and create a unique style that brings some fire to the pitch with a devilish aesthetic."

Maikel Oetle, Chief Commercial Officer of AC Milan, commented: "The Diavolelto is more than a symbol – it is a part of AC Milan's DNA. Bringing it back is a powerful tribute to our legacy, while speaking to a new generation of Rossoneri fans around the world. This kit, beautifully designed by PUMA, captures the essence of what it means to represent this Club - passion, style, and a fearless spirit that sets us apart."

The jersey is 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.

To celebrate the launch and engage with the local community, AC Milan and PUMA hosted a special **treasure hunt across the city of Milan**, inviting fans to follow a trail of red *Diavolelto* symbols placed in iconic locations tied to the Club's storied history. The journey culminated at the **Bottega del Diavolo**, where participants were rewarded with a special gift and given an exclusive first look at the new Away kit - turning the streets of Milan into a living tribute to the Rossoneri spirit.

The new Away kit will make its on-pitch debut on the 23rd July when AC Milan take on Arsenal in Singapore, as part of their Pre-Season Tour of the Asia-Pacific region.

The 2025/26 AC Milan Away kit is available from 3rd July at PUMA.com, PUMA stores, in all AC Milan Official Stores, on store.milan.com and select retailers worldwide.

EMBARGO DATE: 3rd July, 2025, 9:00am CET

GLOBAL ISD: 3rd July, 2025, 9:00am CET

IMAGERY:

[AC Milan Away Kit Player Images](#)

[AC Milan Away Kit Product Only Images](#)

VIDEO:

YouTube Link: <https://youtu.be/fnKi07BKo-w>

Embed Link: <p><iframe width="560" height="315" src="https://youtu.be/fnKi07BKo-w" title=""
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share" allowFullScreen>
</iframe></p>

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PUMA

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.