

PRODUCT BRIEF



PUMA PRESENTS THE MANCHESTER CITY ESPORTS JERSEY

Sports company PUMA has today unveiled the first-ever Manchester City esports jersey for the 2020/21 season to be worn by Manchester City's esports team. The bespoke new jersey has been specially developed exclusively for the esports team and features a stunning paisley pattern inspired by Manchester's City's Third kit.

Esports is a global phenomenon gaining immense popularity as a sport with spectators and players all over the world. PUMA is excited to continue its global esports strategy with the signing of some of the best esports organizations in the world. PUMA and Manchester City look to push the boundaries of football and gaming by creating a bespoke jersey exclusively for the Manchester City esports team to celebrate culture on the pitch and off the pitch. PUMA will continue this trend with more products dropping throughout the 2020/21 season.

The Manchester City esports jersey celebrates the rich music and fashion culture of the city. The jersey features a unique paisley pattern created for Manchester City featuring the details of the club's crest. The pattern is synonymous with artists from the 'Mod' and the 'Brit Pop' eras of the 1990's and was a staple of youth fashion in the 1960's, influencing fashion and music culture in Manchester for generations.

The new Manchester City esports jersey will be available from September 24th at PUMA.com, ManCity.com and at select retailers worldwide.

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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 70 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>