

adidas presents the new A.C. Milan jersey for the 2012/2013 season

May 1st 2012 – Today adidas unveiled the new A.C. Milan jersey for the 2012/2013 season. The jersey and accompanying communications campaign have been designed to remind fans of the origins of one of the most famous football clubs in the world.

Associazione Calcio Milan, or A.C. Milan, were born on the 16th of December 1899 and 113 years of football has seen them become the most successful club in world football. As current Serie A Champions A.C. Milan have worked with adidas to create a new jersey that includes the Italian flag deeply embedded in the design alongside the traditional red and black club colours.

Design

The new design includes five wide stripes with three black and two red. The polo collar returns to the jersey with "A.C. Milan" embroidered into it. The Italian flag is embedded into the kit in vertical stripes between the 5 main stripes. The Italian flag is then repeated across the top of the shirt with a green and red oblique inserts on either shoulder flanking the all white colour.

Technology

New for this season the jersey will include both TECHFIT™ and FORMOTION™ technologies. The TECHFIT™ muscle compression benefits are knitted into the design of the fabric and a perfect fit is achieved with FORMOTION™ technology.

Communications campaign

The new consumer campaign for fans is based around the origins of A.C. Milan and the reasons the club was founded 113 years ago. Current club players have been used across three symbolic sites in Milan (Castello Sforzesco, Colonne di San Lorenzo and San Siro stadium) to create three videos that retrace the steps of the club being created. On a December night in 1899 founding member Herbert Kiplin said, "We are a team of devils. Our colours are red as fire, and black, to invoke fear in our opponents", and the campaign for the new jersey reflects this sentiment. The videos show key points in A.C. Milan history and during the story some details of the new jersey were revealed through adidas twitter, facebook, and YouTube.

The new kit is set to debut on May 2nd when A.C. Milan take on Atalanta in a key fixture for the season. Visit www.adidas.com/football for more information



information

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