**adidas & AC Milan launch**

**the new 2014/15 home and third kits**

***The new kits will be premiered during the last two games of the Serie A season***

**Milan, May 5th 2014** – The last two games of the season will mark the debut on the pitch of the new 2014/2015 home and third kits.

Next Sunday, for the lunch time 12:30 match versus Atalanta, AC Milan players will wear the new third kit: an original yellow/green kit inspired by the traditional Brazilian colours to pay tribute to a country that in a few weeks will host the FIFA World Cup™ 2014 and that always had, and still has, a special relationship with AC Milan thanks to the numerous Brazilian football stars who wrote, and keep writing, the history of the rossoneri. It is not by chance that Brazil is indeed one of the countries with the highest number of AC Milan fans and supporters.

Sunday 18 May, against Sassuolo, the new red&black home jersey will be showcased: an innovative design revisiting the traditional red and blacks stripes.

For the players’ names and numbers, the brand new official font milan type will be used.

**Home jersey design**

For the first time ever, the red and black stripes show different widths and colour tones. The central black stripe is wider compared to the other 4 while the red stripes feature 2 different shades of red. The signature adidas 3-Stripes are white and, leitmotiv of the last Milan-adidas collections, proud tricolored details are placed on the shoulders.

The logo of the new jersey is a tribute to tradition: on the chest of the players and the fans that will wear it, there will be the San George’s cross, historical element of the town flag. This flag was woven on AC Milan’s jerseys since the foundation of the club until the 40’s and for the club centenary. On the inside, tone on tone, the current AC Milan’s logo. Shorts are white with red 3-Stripes.

**Third kit design**

Yellow jersey with 3-Stripes in green as the logo of the jersey sponsor FLY Emirates. Red and black details on the shoulders and sleeves. Green shorts with white 3-Stripes.

**adizero technology**

The new kits will offer more speed and comfort to the players. They are made of an ultralight fabric which enhances breathability while allowing unparalleled freedom of movement and comfort without compromising elasticity and durability.

 “We are particularly proud to introduce these new kits as the perfect link between tradition and innovation” said **Jean Michel Granier managing Director adidas South Europe** “The home jersey showcases a new design and new colour tonalities while the third jersey is meant to be the perfect link to the 2014 FIFA World Cup™, a competition we sponsor and for which we provide the official match ball since 1970. An event indissolubly linked to the 3-Stripes and that will be the perfect setting to show the strength of our brand through the excellence of a portfolio of assets and products that only adidas can offer.”

“We are extremely happy with the work we have done this year with adidas, uniting our tradition to cutting-edge technology and to an innovative design that blends the latest style trends to the long history of our colours, "said **Jaap Kalma, Commercial Director at AC Milan**."The next season’s third jersey is a special a tribute to Brazil: a country with an unparalleled football tradition and that will soon be the center of the football world. Our club has a special bond with this country and this shirt is also a tribute to the millions of AC Milan fans in Brazil who always supported us with incredible passion. "

**Availability**

 The 3rd jersey will be on sale from today in retail stores and also on the adidas and Milan ecommerce channels globally, the new home jersey will be available starting from May 18th.

**Find out more on:**

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**About adidas Football:**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo and Chelsea. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Mesut Özil, Dani Alves, Oscar, Xavi, Karim Benzema and Bastian Schweinsteiger.