**Embargoed until 9th May 2015 05.00 pm CET**

**adidas and AC Milan launch**

**the Rossoneri jersey for the 2015/16 season**

***The new kit will make an exclusive debut on the 35th match of the season***

**Milan, 9th May 2015** - The home jersey for the 2015/16 season will make its debut at San Siro in the match against Roma. The new jersey pays tribute to the Rossoneri colours and traditions as there's a comeback to the standard traditional stripes (5 black and 4 red) without neglecting, however, to focus on innovation and design.

This jersey, as the other AC Milan kits of 2015/16 season, present a tag with Italian “tricolore” and a reference to the colours of Expo2015, to pay tribute to the city of Milan which - from 1st May to 31st October 2015 – host the Universal Exhibition intended to attract millions of tourists from whatever corner of the world.

**Home Jersey Design**

This jersey is a tribute to AC Milan's tradition, characterized by regular red and black stripes, reinterpreted in a modern key. And, more than in previous years, it embodies the connection between past, present and future.

It is a strong reference to the Club soul, to his history, in a modern and elegant way in line with Club’s values.

This is the commitment of adidas and AC Milan in the creation of the jersey which mainly represent AC Milan in the world.

The Rossoneri jersey is effectively a sign of the Club's continuity, it's an icon merging together millions of fans worldwide, who speak different languages but who are proudly wearing the same colours.

The red colour featured in the red and black stripes is a very special red, it comes with a darker shade than in past seasons and with a melange effect that makes the jersey more elegant with a classic style through a traditional and stylish reinterpretation of the past.

The three adidas stripes are grey in order to give greater uniformity to the rest of the jersey.

The grey "AC Milan" embroidery is featured on the back of the black collar, written in Milan Type, the official font of the Club.

For the second consecutive year, in line with the classic style of the jersey and to highlight the strong reference to tradition, there is the Cross of St. George, a historical element in the city of Milan Crest. The current Milan logo stands out, tone on tone, within the Cross.

The names and numbers of the players are written in Milan Type.

The shorts are white with three grey stripes. The AC Milan logo is featured on the front, whereas the red adidas logo is on the back.

The Rossoneri home kit is completed with black socks featuring grey details.

**adizero Technology**

The new kit 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.

Whereas the Replica jerseys will feature the ventilated climacool construction to keep AC Milan supporters cool and dry.

"We are pleased to present the twenty-second Rossoneri jersey, born from the collaboration of our own designers with the Marketing team of AC Milan," said **Andreas Gellner Managing Director of adidas South Europe**. "The launch of this jersey will be followed in the coming months by a global communication campaign featuring the most outstanding players of AC Milan and it will be mainly marketed through digital channels and grassroots events in key markets such as Italy and China."

“This jersey embodies in a unique and elegant statement some vital concepts such as the connection between current events and history that makes our club so special, as well as the symbiosis between style and innovation, between elegance and functionality. These are the values characterizing both AC Milan and adidas. The jersey shows in a most eloquent way the strong relationship existing between adidas and AC Milan for over twenty years now, two entities merged together sharing deeply the same value of excellence in sports. We are very proud of this jersey and we'll be working closely together with adidas to support its launch worldwide"- said **Jaap Kalma, Commercial Director at AC Milan**.

The Home jersey will be on sale starting from Sunday 10th May in all the adidas and AC Milan official stores and e-commerce channels, and in sport retail stores worldwide.

For further information:

[adidas.com/football](http://www.adidas.it/calcio)

[facebook.com/adidasfootball](https://www.facebook.com/adidasFootballIT?brand_redir=1)

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**adidas Football:**

adidas is the number one brand in world football and is the official ball supplier of all the major tournaments organized by UEFA, FIFA and the International Olympic Committee. adidas partnership with A.C. Milan is one of the most solid and long lasting one: it started back in 1998 and it has been recently extended until 2023. A partnership that has enabled many synergies over time, from the Milan Junior Camp up to the activities aimed at achieving the projects set by Fondazione Milan.

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