

Off-White™

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# "DREAMERS" SUPPORT SPORT FOR CHANGE

A CELEBRATION. THE PROGRESSION OF MILAN.

Designed in Milan, Italy.

# "63 TO TODAY"

At the heart of this exclusive collection lies the concept of Dreamland, embodying a rich tapestry of values and symbolism. The number 63, printed on the inner collar of the jersey, serves as a powerful emblem of dreams. Dreams of victory and sporting success for a football club, as AC Milan claimed its first European Cup triumph in 1963, and dreams of progress, inspired by Martin Luther King Jr.'s iconic "I Have a Dream" speech from the same year. The speech remains a timeless call for social justice and equality, a vision shared by PUMA, AC Milan and Off White™, with the three brands celebrating a shared belief in the transformative power of dreams, offering a powerful reminder of the endless possibilities that dreams inspire.

AC Milan/PUMA/Off-White™ branding



Authentic/Replica Option  
3D Effect “Diavoli” w/Transparent  
oval and star outline backing



Co-branded PUMA and  
Off-White™ logos

Flat 3D Effect heat transfer sponsors

Emirates  
*FLY BETTER*



Inner flatknit collar  
heat transfer

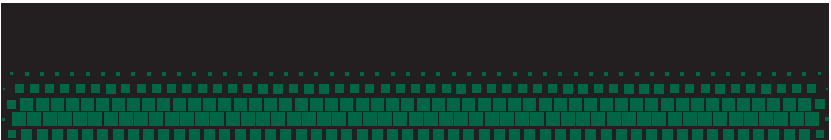
"63"

Placed back neck tape  
heat transfer

"I SUPPORT SPORT FOR CHANGE"

Inside neck sign-off

*Off-White c/o Puma*



Grain gradient flatknit  
collar and cuff details



Outer back neck  
heat transfer

EMBOSS GRAPHIC

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THANK YOU

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