# Manchester City and Puma launch AI-driven kit design platform for fans



In a pioneering move within the sports industry, Manchester City, in collaboration with sportswear brand Puma, has launched an innovative kit design platform that harnesses the power of artificial intelligence. This platform, named the Puma AI Creator, invites fans to actively participate in the design of the club's official third kit for the upcoming 2026/27 season.

The Puma AI Creator utilises a co-creation platform developed by Deep Objects, leveraging generative AI to facilitate a user-friendly experience. This interactive tool allows fans to design kits using a combination of text prompts, customisation features, and intuitive sliders. The fan-designed kit that emerges from this initiative will be worn by Manchester City players during matches and will also be available for purchase by supporters.

Manchester City has hailed this initiative as a first for any professional soccer club, emphasising its commitment to integrating technology into fan engagement. Supporters wishing to take part can sign up for the platform, which offers 15 free design credits and two initial entries. Fans can increase their credits and entries by engaging with other supporters' designs or by being members of the Cityzens programme or Puma NFT holders.

This AI-driven platform has already seen participation from Manchester City players, including Ederson, Stefan Ortega, and Rico Lewis, who recently designed the club’s first-ever AI-generated goalkeeper kit. This special kit is set to make its debut on the pitch later this season and will be available in limited quantities for fans.

Speaking to SportsPro Media, Ivan Dashkov, head of emerging marketing tech at Puma, expressed his enthusiasm for the initiative. He stated, "Puma AI Creator is one of the ways we see emerging technology bringing fans closer to the game they love." Dashkov further noted Manchester City's stature as one of the world's most successful football clubs, citing their partnership as an ideal collaboration to introduce such an innovative platform.

Additionally, Nuria Tarre, chief marketing and fan experience officer for City Football Group, remarked, "Through the power of AI, we are delighted to offer fans this special opportunity to be a part of Manchester City history and design a kit that could one day be worn by their heroes on the pitch." She highlighted the importance of each kit as a means to connect fans globally with the club and expressed excitement about the engagement this unique initiative is set to generate.

Supporters can submit their designs until 20th December, after which representatives from Puma and Manchester City will select the top ten designs for a fan vote in January. This initiative not only exemplifies the integration of AI in sportswear design but also underscores the growing trend of involving fans in the creative processes of their favourite clubs.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.businessoffashion.com/articles/technology/puma-is-bringing-ai-generated-design-to-the-football-pitch/> - Corroborates the launch of the Puma AI Creator platform, the partnership with Deep Objects, and the process of designing kits using generative AI.
* <https://www.adweek.com/brand-marketing/puma-gen-ai-kit/> - Supports the details of the AI jersey design project, including the use of Stable Diffusion base model and the customization options available to users.
* <https://www.mancity.com/news/club/puma-ai-kit-creator-launch-63869006> - Confirms the collaboration between Manchester City and Puma, the role of Deep Objects, and the fan engagement aspects of the Puma AI Creator tool.
* <https://www.businessoffashion.com/articles/technology/puma-is-bringing-ai-generated-design-to-the-football-pitch/> - Provides information on the participation of Manchester City players in designing the AI-generated goalkeeper kit and its upcoming debut.
* <https://www.adweek.com/brand-marketing/puma-gen-ai-kit/> - Quotes Ivan Dashkov on the initiative and its goal of bringing fans closer to the game through emerging technology.
* <https://www.mancity.com/news/club/puma-ai-kit-creator-launch-63869006> - Includes comments from Nuria Tarre on the significance of fan involvement in designing kits and connecting with the club globally.
* <https://www.businessoffashion.com/articles/technology/puma-is-bringing-ai-generated-design-to-the-football-pitch/> - Details the process of selecting the top ten designs and the subsequent fan vote in January.
* <https://www.adweek.com/brand-marketing/puma-gen-ai-kit/> - Mentions the content moderation and safety measures implemented by Puma to ensure responsible use of the AI tool.
* <https://www.mancity.com/news/club/puma-ai-kit-creator-launch-63869006> - Explains the availability of free design credits and additional entries for fans, including Cityzens programme members and Puma NFT holders.
* <https://www.businessoffashion.com/articles/technology/puma-is-bringing-ai-generated-design-to-the-football-pitch/> - Highlights the broader trend of using AI in fashion design and other companies embracing similar technologies.
* <https://www.adweek.com/brand-marketing/puma-gen-ai-kit/> - Discusses Puma's future plans and potential expansions of the AI-driven design concept to other areas of their business.
* <https://www.sportspro.com/news/manchester-city-puma-third-kit-design-ai-platform-december-2024/> - Please view link - unable to able to access data