

Manchester City is letting fans design its new kit with AI

Manchester City is holding a competition that asks fans to generate its future kit design with AI. Players will wear the winning design during the 2026-2027 season as City's official third kit, and it will even be sold to fans.

The club partnered with Puma to launch a text-to-image uniform generator powered by the AI company Deep0bjects. To use the tool, you'll have to create an account and enter a prompt that describes the look you're going for. You then have to choose a style the AI will use when generating your design, such as "abstract," "emotive brushstrokes," or "dream visions."

[Screenshot: Puma AI Creator](#)

The Puma AI Creator will then generate four different design options that appear on a virtual uniform, allowing you to customize the collars, trim colors, and badges.

You get 15 credits to create designs (generating one design costs one credit), but you can only enter two of your creations in the contest, which ends December 20th. Fan ratings, along with experts from Manchester City and Puma will help determine the winner.

[Screenshot: Puma AI Creator](#)

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Manchester City says its players, Ederson, Stefan Ortega, and Rico Lewis first used the Puma AI Creator to design a goalkeeper kit “creatively inspired by the net of a football goal.” It will be the first AI-generated soccer uniform to be worn on the pitch, according to the club.

<https://www.theverge.com/2024/12/9/24317157/manchester-city-puma-ai-uniform-design>