



PRESS RELEASE

PUMA and Scuderia Ferrari introduce Crews Go Summer Collection

Herzogenaurach, Germany, 15th April 2024 – Global Sports Company, PUMA together with Scuderia Ferrari, introduce the Crews Go Summer collection. Designed to capture the essence of speed, style, and sophistication, this collaboration redefines summer fashion with a bold fusion of racing heritage and contemporary streetwear.

Whether you're soaking up the sun at a summer festival or cruising along coastal roads, these pieces ensure you not only look the part but feel comfortable and confident every step of the way.

From statement-making shirts to comfortable hoodies and sleek accessories, each piece is crafted with precision and attention to detail, reflecting the unparalleled craftsmanship synonymous with the Scuderia Ferrari brand.

The hoodie boasts a relaxed fit for ultimate ease, while the shirt and shorts, crafted from seersucker fabric, offer a relaxed fit for a breezy feel. All these items. Are available in two different colorways, one being a bold graphic and the other a simple base colour. Pink Lilac, Rossa Corsa, Vine Yellow, and Classic White are the base colors of this collection ensuring you stay effortlessly chic and comfortable, whatever the occasion is.

Highlighting the collection is the iconic Scuderia Ferrari team identity, reimagined into modern streetwear silhouettes that exude sophistication and style. Whether you're a racing enthusiast or a fashion-forward individual, the Crews Go Summer Collection offers something for everyone, allowing you to express your passion for speed and elegance in every aspect of your summer wardrobe.

The Scuderia Ferrari Crews Go Summer Collection will be available for purchase at selected PUMA stores as well as online at puma.com.

Media Contact:

Cátia Antunes, PUMA Motorsport PR – catia.antunes.ext@puma.com

PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.