



PRESS RELEASE

PUMA HOOPS REVEALS MB.03 x KIDSUPER

Somerville, Massachusetts – April 25th, 2024 – Fashion meets basketball in the latest PUMA x KIDSUPER collaboration. Introducing the PUMA x KIDSUPER MB.03, transforming Melo's "1-of-1" aesthetic with the unique artwork of Colm Dillane. Artist Colm Dillane, founder of KidSuper, puts his spin on LaMelo Ball's signature MB.03 shoe, getting the KidSuper treatment.

This collaboration brings Dillane's signature artwork and passion for basketball to life. This statement piece shoe features a bubble gum pink base with pops of blue and a playful all-over print with abstract human facial features. But it's not just for looks; the shoe boasts top-of-the-line tech too. Built for performance, the latest MB.03 features NITROFOAM™ cushioning for comfort and responsiveness, a full-coverage rubber outsole for enhanced traction, and a breathable monomesh upper for a supportive fit.

This collection follows a successful SportStyle debut of apparel and footwear featuring KidSuper's signature style. Alike, this Hoops launch includes a variety of apparel pieces to accompany the shoe collab. Expect pastel colorways, modern aesthetics, and a playful all-over print that reinterprets classic PUMA silhouettes. Keep an eye out for "KidSuper Deportes," meaning "Sports", across the jerseys, adding a playful touch.



Launching on May 9th, 2024, PUMA x KIDSUPER MB.03 will be retailing for \$50-\$160 and will be available at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at select retailers.

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PUMA

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