



## PRESS RELEASE

### PUMA X PLAYSTATION®: SPORTS AND GAMING COME TOGETHER IN NEW COLLECTION



**Herzogenaurach, April 15, 2024** – Embarking on an exciting new quest together, PUMA and Sony Interactive Entertainment introduce a new PUMA x PLAYSTATION collection designed to take your style to new heights.

Play-inspired graphics, holo-scene prints, and shimmer techniques punctuate the collaboration's apparel, while the PUMA and PLAYSTATION collection also serves up new renditions of the Suede and RS-X sneakers.

Taking inspiration from cutting-edge PUMATECH technology, the apparel's performance-inspired cuts are emblazoned with the iconic PlayStation shapes. Active silhouettes like the Track Jacket and Technical Cap are mixed with daily essentials like the Hoodie and Shorts.

Available in both adult and kids sizing for all genders, the collaboration's accompanying footwear features PUMA court icons like the Suede paired with running-inspired models like the RS-X, which feature elevated PlayStation detailing, debossed prints, and gradient color schemes.

PUMA x PLAYSTATION is available starting April 18, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA stockists.

**Media Contact:**

Alberto Turincio, PUMA Global Communication, Sportstyle – [alberto.turincio@puma.com](mailto:alberto.turincio@puma.com)

Sandra Wedel, PUMA Global PR, Sportstyle – [sandra.wedel@puma.com](mailto:sandra.wedel@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.