

## PRODUCT BRIEF



### SLIPSTREAM LO SASHIKO



**Herzogenaurach, Germany, March 30<sup>th</sup>, 2022** - The Slipstream Mid was a basketball shoe born in 1987 as a successor to the SKY LX. It became an iconic sneaker silhouette, favored by basketball players on the courts for its performance, stability, and cushioning. Off-court, it made its way to the streets, finding a following among sneaker connoisseurs for its unique design.

Given its growing popularity, in 1988 (just one year after the basketball launch), lifestyle models such as THE BEAST and SLIPSTREAM SNAKE were also released. PUMA pioneered the lifestyle space with the two styles, using material embellishments like faux snakeskin, leather, and faux fur. These models gained notoriety in Japan, eventually leading to Made in Japan versions in the early 2000s. The Slipstream Lo version was also released as a lifestyle model, further expanding the shoe's reach, and adding to the wide range of offerings.

As the Slipstream Lo makes its return in 2022, its past connection to Japan is brought in for inspiration with the release of the **Slipstream Lo Sashiko**. Coming in a more sophisticated tone, the **Slipstream Lo Sashiko** refers to the Japanese decorative stitching technique used on blue fabric, typically with white thread. The shoe comes in a blue canvas and suede upper with white Sashiko stitching on the quarter. To add a personal touch, it also comes with scrap pieces of material in a pouch that the consumer can stitch on the upper themselves.

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