



## FACT SHEET

### PUMA KIDS SUMMER GUIDE

By combining three different collections, **PUMA** gets the kids equipped for summer.

From the collaboration with SEGA®'s famous blue video game character Sonic the Hedgehog™, **PUMA** brings the designs and graphics that appear in the game and the movie to classic silhouettes. The **KIDS SONIC COLLAB** plays with colors, cool prints and hints of the Sonic universe both in footwear and apparel.

With a specific focus on shoes, the style of the **KIDS CITY ATTACK PACK** is directly inspired by the futuristic lights and sounds of Tokyo and thus makes a statement that mixes trendy colors with innovative sports technology and creates an incomparable fit and function.

Featuring a fox, a polar bear and a panther, **PUMA KIDS MINI PAWS** presents a joyful and playful collection for the little ones. This kids' line features a complete pack made of tees, hoodies, sweatpants, shoes, caps and backpacks full of fluffy winter animals.

All these styles are available for all ages and levels on PUMA.com, PUMA stores and select retailers on **July 1.**



### KIDS CITY ATTACK PACK

#### Future Rider City Attack – 373147



Inspired by Tokyo City, its lights, architecture textures and visual sounds, **Future Rider City Attack** merges the best of the past and the future of casual-cool street style. It features super-light nylon, suede and leather reinforcements.

#### RS-X<sup>3</sup> City Attack – 373141



With **RS -X³ City Attack**, RS design is taken to another level by building the silhouette up with stronger material mixes, wintery colors and seasonal neon color highlights.

#### **Ralph Sampson Lo City Attack – 373135**



The **Ralph Sampson Lo** cannot be missed in this City Attack pack. From the court to the street, this classic shoe has gained fashion-consciousness and comfortable features.

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**KIDS SONIC COLLAB**

**SEGA Future Rider – 373214**



SEGA partners with PUMA for a kids' collection that marries classic Sonic characters with PUMA's streetwise style. Sonic and his friends are seamlessly integrated into this collection, with motion graphics and checked detailing.

**SEGA RS-X<sup>3</sup> – 373205**



This **SEGA RS- X<sup>3</sup>** drop includes SEGA characters on Formstrip, heel window and sockliner. The RS technology guarantees comfort and stability for the kids.

#### **SEGA Ralph Sampson – 373788**



The **SEGA Ralph Sampson** features SEGA characters overlapping on both sides.

#### **PUMA x SEGA Tee – 597819**

All the apparel items of the kid's Sonic collaboration are made with cotton from Better Cotton Initiative to assure high-quality fabric. **PUMA x SEGA Tee** is one of them. This article presents a rib crew neck and a graphic rubber print on the chest matched with the PUMA x SEGA badge at the back.

#### **PUMA x SEGA Hoodie – 597820**

**PUMA x SEGA Hoodie** leads in this collection in terms of maximum comfort and longevity. The key features of this hoodie are the jersey lined hood, two side pockets for storage solutions and rib cuffs.

### **PUMA x SEGA Sweatpants / PUMA x SEGA Leggings – 597822**

Two side pockets for storage solutions and rib cuffs appear on **PUMA x SEGA Sweatpants**. An elastic waistband is also added for customized comfort.

### **PUMA X SEGA Flatbrim Cap – 022838**

The **PUMA x SEGA Flatbrim Cap** is a six-panel shape cap with a PUMA and Sonic badge on the front.

### **PUMA x Sega Backpack – 077452**

**PUMA x Sega Backpack** has padded shoulder straps meant to give comfort and stability, whilst the front zip pocket is thought to provide more space and elasticity.

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**KIDS MINI PAWS**

**Ralph Sampson Animals – 374701**



To celebrate Ralph Sampson legacy, **Ralph Sampson Animals** combines the cutest animals in a playful way. Embroidered and printed animals' faces are featured on the vamp of this shoe with adjustable hook and loop closure.

#### **Animals Suede Tee – 583351**

All the little animals of this product line can be found in the graphic rubber print of the four different super cozy versions of the **Animals Suede Tee**.

#### **Animals MCS Hoodie – 583352**

The **Animals MCS Hoodie** features a velour hood with a jersey lining.

#### **Animals MCS Sweatpants – 583354**

Comfort is key in this collection, and the **Animals MCS Sweatpants** are the perfect example of this.

#### **Animals BB Cap – 022835**

The **Animals BB Cap** comes with the option of a cute fox or panther face on the front panel. A self-fabric adjuster with hair safe hook and loop closure complete the look of this cap.

#### **Animals Backpack – 077455**

The **Animals Backpack** suits the needs of the little ones. The two-way zip opening into a main compartment simplify its use and make the backpack the best ally for kids first adventures.

**IMAGES:**

<https://puma.sharepoint.com/sites/502112/Shared%20Documents/Sportstyle/AW20/Kids%20Summer%20Guide>

**PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 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 more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>