



PRESS RELEASE

PUMA PRESENTS FUTROGRADE

SEPTEMBER 13TH, 2022
NEW YORK FASHION WEEK
CIPRIANI 25 BROADWAY

New York, 13 September 2022 - PUMA presented FUTROGRADE, an immersive runway show during New York Fashion Week that showcased the past, present and future of the brand. PUMA has launched a parallel metaverse fashion show experience, called Black Station, that included exclusive NFTs with limited edition redeemable physical sneakers. The digital show experience will be available at [Blackstation.puma.com](https://blackstation.puma.com). PUMA's Black Station has been imagined as an immersive and interactive place to experience the future of the brand. As a blank and ever-evolving 3D canvas, Black Station is a dynamic destination to visit, connecting consumers with various web3 activations emerging over the course of the next year and beyond.

FUTROGRADE, the physical show, showcased a selection of looks – from both current and upcoming seasons, as well as custom pieces – curated by PUMA Designer and Creative Director, June Ambrose. On the doorstep of its 75th anniversary, this show highlighted PUMA's Forever Faster spirit – fusing history and heritage with innovation in design and sport performance.

An after party, hosted by Richie Akiva, followed directly after the show at the venue.

COLLECTIONS INCLUDED

- **Downtown:** PUMA's premium execution streetwear, with a focus on sustainability
- **Luxe Sport:** A sophisticated reinvention of streetwear, with exaggerated dimensions, reinterpreted branding, and unexpected elements.
- **Player's Lounge:** A reimagining of football aesthetics, celebrating fan styling and authentic, elevated materials.
- **PUMA Tech:** A technical streetwear collection made sustainably with visible functionality and a tech-style aesthetic.
- **Uptown:** Range of products that utilize premium fabrics and executions to create a curated streetwear look.

COLLABORATIONS INCLUDED

- **AC Milan:** Our collaboration with AC Milan reaches back to their heritage roots to celebrate Paninari subculture. The drop is inspired by groups of young people frequented the Paninari Café in the Milanese metropolitan area, adopting favored brands and establishing their movement. Collection pieces celebrate this subversive group of streetwear enthusiasts, featuring premium woven labels, storytelling patches, and embroidered detailing.
- **Dapper Dan:** Taking inspiration from the idea of a pre-game runway, PUMA x Dapper Dan combines PUMA's sport heritage with Dapper Dan's exquisite workmanship to create a luxury upcycled aesthetic, complemented with knitted materials, tailored styles, and elevated colors.
- **June Ambrose:** The first co-branded collection by June Ambrose and PUMA, 'Keeping Score' explores the idea of reflection - how we as a community of women keep score for ourselves and one another.
- **Koche:** PUMA's first-ever collaboration with the Paris-based fashion label Koché, the collection celebrates women at the intersection of fashion, fitness, and femininity with silhouettes that blur the lines between performance and lifestyle.

- **MMQ:** “Macht’s mit Qualität.” Translated from German, it means “Made with Quality” and represents the finest in PUMA’s designs and materials.
- Palomo: A first-ever collaboration between PUMA and PALOMO SPAIN, the collection takes a genderless approach to add an avant-garde touch to PUMA silhouettes, featuring a ‘70s-inspired color palette and graphic design details.
- **PAM:** Working to engage the consumer in a meaningful, thought-provoking, and exciting experience, this first collection blurs the lines between sports/activity, Hobby, virtual /actual, urban/outdoor, object/function and so-forth

Talents included Abby Steiner*, Aditi Shaw, Alabama Barker, Alex Toussaint*, Alton Mason, Brooklyn Beckham, Cindy Bruna, Dapper Dan*, Delilah Belle, Dixie D’Amelio*, Duckie Thot, Elaine Thompson-Herah*, Emma Brooks McCallister, Jodie Woods, Joey Badass, Kyle Kuzma*, Lauren London, Missy Elliot, Olivia Amato, Olivia Palermo, Olivia Ponton, Olivia Holt, Remi Bader, Richie Akiva, RJ Barret*, Rickey Thompson, Skepta*, Smino, Scoot Henderson*, Tezza, Quavo, Usain Bolt*, Winnie Harlow*, Young Emperors, Yaroslava Mahuchikh*, 24KGOLDEN.

Neymar da Silva Santos Jr.* and Skylar Diggins Smith* were 3D scanned prior to the show and appeared digitally on LED screens flanking the runway.

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PUMA

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 about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.