



PRESS RELEASE

PUMA AND HELIOT EMIL CHANNEL STEALTH-TECH FOR FIRST COLLABORATION



Herzogenaurach, October 21, 2024 – Joining forces for the first time, PUMA and Heliot Emil emerge from the shadows to create a monochromatic collection with outdoor-inspired utilitarian accents, layered elements, and 3D details.

This capsule of footwear, accessories, and apparel, elevated by Heliot Emil's core ideologies of subverting and exploring the lines between form and function, reflects the Danish brand's deep understanding of materials, fabrics, and aesthetics in a deceptively technical collection. Concealed functions are subtly veiled behind simple yet striking designs and monochrome colorways.

The Sympatex Jacket is a symphony of carefully considered components, crafted with a three-layer water-repellent membrane, bonded seams, and structural wire giving the

jacket its unique frame. Refining one of the most classic menswear silhouettes, the collection's articulated T-shirt is crafted from a technical fabric, featuring reflective logos and rubber bitmap badges. Adding further versatility to the range, the hybrid zip-off Pants employ reflective logos, and feature zipped pockets.

For accessories, the PUMA x Heliot Emil range is highlighted by a Cap, Gloves, and Backpack that continue the collection's covert look.

The PUMA x Heliot Emil range concludes with the Fast-Trac NITRO 3 sneaker, which sees a bold makeover featuring a custom outsole tread, knitted upper, and wire-driven fit system. A bitmap pattern is codified on the slip-on upper, which is supported by a purpose-built sole unit featuring a bespoke grip pattern that evokes the epic Icelandic terrain that has inspired the technical aspects of the collection.

The PUMA x Heliot Emil collection is available starting October 26, 2024, on PUMA.com, PUMA flagship stores, and selected PUMA retailers.

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PUMA

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