



## PRESS RELEASE

### DUTCH FOOTBALL STAR XAVI SIMONS LACES UP THE ARCHIVE-INSPIRED PUMA INHALE



**Herzogenaurach, November 4, 2024** – Carrying the fearless attitude that defined it in the early 2000s, the PUMA Inhale returns as a refreshed lifestyle silhouette.

As part of the Cellerator family, the Inhale gained recognition for its signature CELL cushioning and performance-driven design, while its bold lines, contours, and curves earned it a cult following both on and off the track. The tendril-like lines crawling across the shoe's upper are inspired by human biology, which is further evoked through the shoe's moniker, and raging red Formstrip like an artery delivering lifeblood to the shoe's upper. Notable upgrades to the 2024 Inhale include a wider fit and a softer midsole for enhanced comfort and wearability.

In 2023, the Inhale also became a favorite of PUMA collaborator A\$AP Rocky, who selected the silhouette as the footwear focus of his inaugural collection, leading to a quick sellout and widespread fan popularity.

Matching the unmistakably youth-driven energy of the Inhale, Dutch star Xavi Simons styles the striking sneaker in its debut black-and-red color scheme.

The PUMA Inhale will be available from November 7, 2024, at PUMA.com, flagship stores, and select stockists.

**Media Contacts:**

**PUMA**

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)

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