

PRESS RELEASE



THE ROADTRIP CONTINUES – PUMA SPEEDCAT MAKES A PIT STOP IN MILAN



Milan, December 11, 2024 – The PUMA Speedcat made a thrilling pit stop in Milan, to celebrate the iconic silhouette’s launch following its debut in Las Vegas.

Guests were welcomed to The Mall in Milan, where an immersive space brought the Speedcat campaign to life. Inspired by the Nevada desert, the event recreated the campaign’s road-trip vibes, giving attendees a true taste of the Speedcat journey.

Honoring the shoe’s rich racing heritage, guests explored iconic archive designs, discovered the latest collaboration drops, and got creative by personalizing their own pair of Speedcats. The Curly Brothers and Tommy Gold brought the energy, delivering the soundtrack of the night.

The evening’s spotlight moment was a show-stop

ping arrival by Dua Lipa, the star of the Speedcat campaign, who turned heads as she pulled up in a striking red Porsche. She was joined by other PUMA family and friends like Emily Ratajkowski, Romeo Beckham, Gianmarco Tamberi, Mahmood, Cindy Kimberly, Marta Losito, Zoi Lerma, and Baron Scho adding even more star power to the event.

Earlier that evening, PUMA hosted an exclusive pop-up event in collaboration with AW LAB, where visitors could shop the new Speedcat colorways, customize them, and enjoy a special appearance from Emily Ratajkowski.

The PUMA Speedcat is now available at [PUMA.com](https://puma.com), PUMA flagship stores, and select retailers worldwide.

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PUMA

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