



## PUMA AND JUUN.J RIDE INTO THE FUTURE WITH COLLABORATIVE SPEEDCAT



**Herzogenaurach, December 12<sup>th</sup>, 2024** – PUMA and Juun.J reunite for a second footwear collaboration, this time approaching the PUMA Speedcat with a stealthy and structural rework.

South Korean designer and fashion pioneer, Juun.J is known for his distinct color palette and unique sensibilities that blend high-end aesthetics with dark and functional DNA. Last year, Juun.J took on the Plexus sneaker, and now the designer moves to his second partnership with PUMA.

The clean new PUMA x Juun.J Speedcat comes in high and low-top versions, each with a modernized design and shadowy colorways. The armor-like upper comes with reworked lines that accentuate the upper, bringing acute definition to the toebox, while the PUMA Formstrip features rippling contours adding texture to the shoe. Debossed logos feature on the toe and upper, while the high-top edition also features Juun.J branding on the strap closure. On the outsole, tire-inspired tread patterns evoke the Speedcat's legacy in the world of motorsports and F1 racing.

In the accompanying visuals, two futuristic protagonists race the dark side of the moon wearing the collaborative Speedcat.

The PUMA X Juun.J Speedcat is available starting December 14, 2024, from Juun.J and selected PUMA retailers.

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#### **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 75 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 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

#### **JUUN.J**

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Based out of Seoul, South Korea designer Juun.J has taken the fashion world by storm with his modern, innovative approach to design. In 2007, Juun.J debuted his eponymous label at Paris Men's Fashion Week. His work combines minimalism with structure and classic tailoring expertise with street culture influences. He is widely known for his aptitude for mixing street and fashion references, which he expresses through masterful tailoring, or "street tailoring" as the designer himself has phrased it.